

Sierra Madre News

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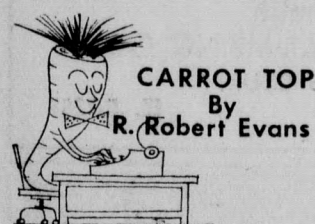
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Sierra Madre, California — Thursday, December 26, 1963

14 Pages — Vol. 57, No. 8



ROCKET TESTING TAKES A PAGE from theater world with this "in the round" test control center designed in Covina at Aetron, a division of Aerojet-General, for use in test operations on the 1.5 million pounds thrust "M-1" rocket engine now under development for NASA at Aerojet's Sacramento, California plant. Susie Manfredi gets a first-hand explanation of the unique model from Erfan Hashem, A.I.A., Aetron project architect. The actual structure will be an 80-foot diameter two-story elliptical dome with reinforced concrete walls. A glass-enclosed circular platform elevated over the center of the upper floor brings official visitors close to the operating personnel and provides an overall view of the instrumentation and controls. Mrs. Manfredi resides at 3713 N. Rosemead Blvd. and Mr. Hashem resides at 329 N. Milton Dr., San Gabriel.



CARROT TOP
By
R. Robert Evans

We thought the Santa Claus Parade put on by the Merchants Division of the Chamber of Commerce was very outstanding. In fact, it was very good when one knows that this whole thing was planned in but a couple of weeks.

—CT—

It was well attended, and although during the time of the parade business houses were very lax in business, I believe in the long run they did not lose very much, as the people in general appreciate anything that is done for them.

—CT—

It has been several years since Santa Claus has been on the streets of Sierra Madre during the holiday season. I am sure it has not been because we were not good little boys and girls, but because we have not been interested enough to invite him here.

—CT—

Chamber of Commerce officials were so pleased with it that next year they are going to give it several months of planning before the season in hopes that hands and many extra attractions can be added. In all, those who saw it liked it.

—CT—

Well, today should about see the windup with Charley Louk and the boys and girls at the Post Office, and a good many thousands of cards, letters and packages have been handled by them. Although they are paid for it, they do put forth much more effort to see that your letters and cards and packages reach you than is normal. They are a great bunch and a big smile and thank you goes out to them... it has been trying days for them.

—CT—

Although the paper this week is dated December 26, as I write this on the 23rd of December and some of you are reading it this afternoon, others on Christmas Day, and still a great many of you not having the opportunity to read it until Thursday and Friday, I still want to give you the following thought...

—CT—

How do you say "Merry Christmas" to someone who has lost a beloved father, husband, friend?

—CT—

How do you say "Merry Christmas" to someone forced out of old and dear familiar surroundings? or how do you say "Merry Christmas" to someone cringing with pain or dulled by illness?

—CT—

You don't, exactly. You reach, instead, back through the long years to a small village. To a tiny child... a child born to suffer, born to die, born to give love and life and hope

—Please turn to Page 9

Scout Troop 373 Awards Given

Formal commendation from the Troop Committee was recently extended to Troop 373 for outstanding Scouting achievements throughout 1963.

Included in a year's program are weekly meetings held every Tuesday evening at the Congregation A.I. Church. Individual advanced scouting programs are planned and executed by each of the 28 scouts in the troop. In addition, there is planned at least one overnight camping trip each month. Troop 373 is one group of boys who certainly enjoys the nearby mountains, lakes, seashore, and desert—their outdoor wonders and opportunities for learning.

The December trip was to Coldbrook Camp, high in the mountains, 18 miles north of Azusa. A desert campout east of Perris, California, is scheduled for January 4 and 5.

In Troop 373's December "Court of Honor" the following individual scouts received promotions for proficiency in passing many required tests. New First Class Scouts are Tucker Cheedle, Robert Cowan, John Coyle, Scott Harris, Willard Mescher, Douglas Mitchell, and Kurt Sharin. New Second Class Scouts are Terry Cara and Neil Skarin. Merit badges were awarded to Tucker Cheedle and Mike Hashitsume.

Mr. Ed Cowan is the Scoutmaster who organizes and directs this most worthwhile activity.



Basketball Skills Tests December 27

The Arcadia Recreation Department will conduct a Basketball Skills Test at each of the eight city-operated playgrounds on Friday, Dec. 27. Boys in the 4th grade or under will compete in the Pee Wee Division; 5th and 6th graders make up the Midget Division; while 7th grade hoopers comprise the Junior Division.

Sign-up for this event with the playground supervisor at Bonita Park, Camino Grove, Holly Avenue, Hugo Reid, Highland Oaks, Longley Way, Santa Anita, or Vista Park, beginning Monday afternoon, 12:30, Dec. 23.

The playground champions will compete Dec. 30, 1 p.m. in the Arcadia High School boys' gymnasium for the City Championship.

Skills to be tested include, lay up shots, free throw tosses, set shots, and dribbling through an obstacle course for time. Awards will be presented to all playground winners, first thru third place as well as the city champions.

James P. Irwin Completes Basic

James P. Irwin, son of Mr. and Mrs. William R. Irwin of 459 Grove St., Sierra Madre, Calif., completed basic training Dec. 6, at the Naval Training Center, San Diego. The nine-week training includes naval orientation, while activity.

—Please turn to page 13

The Mystery Of Christmas

Matthew 2:2: "We saw the star in the East, and are come to worship Him."

The star has always been a symbol of mystery. Ancient wise men sought to read human destiny in the stars. Modern wise men seek in the stars, and the rays that come from them, some of the deepest secrets of the world. But Christmas brings the greatest mysteries of all.

It contains the mystery of the birth of a little child. I care not how much science may have taught about how a little child is conceived and grows and is born. Still there is a baffling mystery that fills every new father and mother with wonder: How this little life came to be; how in its sleeping form there lies gathered the heredity of ages past; how in that little child resides the possibilities of a man or woman yet to be; how in that little child something is born which does not die but in God's world lives on in eternity. When we celebrate the birth of the Christ-child we are celebrating the birth of every child and bowing in humility before the mystery of life itself.

Perhaps the greatest mystery of all is one to which we have given a long Latin name, "incarnation." This means that God, who is the greatest Mystery of all, greater than our own thoughts can ever imagine, has yet poured Himself into a human life, that when the child grows to be a man, he might show all men what God is like and bring all men to God. How great is the distance between God and Man! Yet, in Jesus, God bridges that distance and speaks to all men in one universal language, the language of a human life.

A third mystery of Christmas time makes all our hearts tender. Men who have been hard become kindly, and families where there have been tears now laugh and play together, and in a world of hatred and fear, love lives again. It all goes back to that little Child Whose birth was heralded by a star of mystery, and to Whose cradle in a manger wise men came with the best gifts of earth.

Christmas time is no time for us to feel proud of ourselves, confident of our own wisdom, boastful of our own goodness. It is a time to be humble and reverent, to worship before the greatest mystery of all, and to let the love of Christ guide us into a new and very tender kind of joy.

CT

Giant Auburn Ave. Deodar Glows With Yule Lights

The towering live Christmas tree at 89 N. Auburn Ave. is a sight one must see to really believe. This giant cedar deodar has a 30 by 81 ft. spread and is covered with 476 Christmas lights of all kinds—flashers, winkers, stars, and even twinkling stars, of a dozen different colors and shades. The tree is a Sierra Madre Christmas landmark in that it may be seen from certain vantage points in Altadena, El Monte and as far away as Covina and Whittier.

The owner of the tree, Noble Jefferson who resides at 91 N. Auburn, has decorated the tree for display for the past four years. The atmosphere is enhanced by the music of Christmas carols which play continuously while the tree is aglow, and further enhanced by Mr. Jefferson's property at 101 N. Auburn which is decorated with 103 lights and has, in the foreground, four delightful reindeer especially exhibited for the enjoyment of the children.

Preparation for the decoration and lighting of the tree starts early when all bulbs and lines must be tested and other decorative equipment assembled. This year, after all was made ready, it took three days to decorate the tree. While Mr. Jefferson scaled the tree with the lines, friends, Ernest Malbey and Thomas McNeilly, assisted with the placing of the bulbs.

The tree will be lighted and the Christmas music

started each evening from 5:15 to 9:30 o'clock through Dec. 23. It is suggested that the best approach for viewing is via Victoria Rd. and Auburn.

Mr. Jefferson expresses his gratitude to all who helped in effecting the display.

License Renewals

Statement cards for 1964 automobile license fees will be mailed on Dec. 26, according to Ray James, manager of the Pasadena Department of Motor Vehicles.

The Pasadena office, now in its new quarters at 49 S. Rosemead, will process approximately 150,000 automobile registrations during the renewal period which extends from Jan. 2 through Feb. 4.

Registration fees may be paid by presenting the cards in person at the local office, or by mailing them with a personal check or money order for the proper amount. Checks should be made payable to the Department of Motor Vehicles. Those wishing to mail fees, James said, should mail them to the local office at 49 S. Rosemead to avoid delay in receiving 1964 registration cards.

With the validated registration card the department will issue a white validation sticker to be affixed to the rear license plate.

S.M. Planning Commission Appoints Study Committee

The December meeting of the Sierra Madre Planning Commission was held in the Council Chambers, Thursday, Dec. 19, with all Commissioners present with the exception of Commissioners Beaumont and Peto.

The first item on the agenda was the public hearing on the Murphy Variance, lots 322 and 323 at 546 Sturtevant Drive, and the continuation of Steward Variance at same address.

Mr. Steward was granted a variance to consolidate three lots and then divide into two parcels, and Mrs. Murphy, who bought a parcel of this land, was granted a variance to have a setback of 1 1/2 feet for the garage she must have. These variances were granted because the Planning Commission felt this was a most unusual situation and the best way to correct the mistake that had been made.

Next on the agenda was the Methodist Church Conditional Use permit. The church owns the parcel of land east of the church and was requesting permit to use land for Sunday School buildings and the north portion of this parcel for parking area. The Conditional Use Permit was granted with stipulation that walls be built on east side and north side and no ingress or egress onto Montecito.

Under the old business, the Planning Commission felt the parkway and sidewalks and the Canyon were too important to act hastily on; much study and consideration should be put into these items because of their importance to the city. A committee was set up, consisting of members from the PTA, Police Department and Planning Commission, to study these thoroughly, visit the locations and to report to the Planning Commission at the next regular meeting.

The Davey lot-split at 84 Monterey Lane, to split one lot into four parcels and construct three new homes, was held over for further study, with no action taken.

A lot-split was granted to Turner, lot 1, tract 18486, southeast corner of Highland and Michillinda. These lots meet the requirements of the City Code of 7,500 square feet. Mr. Turner is to submit a new map to the Planning Commission with the new boundaries straightened out.

A hearing was set to amend code concerning Section 9443(b), R-3 sideyards. This was referred from the City Council to the Planning Commission.

WEATHER

	High	Low
Dec. 18	75	46
Dec. 19	68	46
Dec. 20	69	44
Dec. 21	69	48
Dec. 22	74	46
Rainfall to date	4.12"	
Year ago to date	38"	

Calif. Water & Telephone A Decade of Expansion

California's 43 Independent (non-Bell) telephone companies will invest \$118 million in new plant and facilities in 1964 to serve communications needs of the fastest growing state in the nation, Peter A. Nenzel, president of the California Independent Telephone Association, said today.

Nenzel reported that California led the "Top Ten" list of Independent telephone growth states for the second year in a row. The state gained 140,175 new telephones in 1963, nearly 2,700 every week, boosting its total to 1,825,000.

The 43 Independent telephone operating companies serve 25 per cent of the state. Almost 45 per cent of the state consists of unserviceable territory made up of mountains, deserts, lakes and national parks.

USITA represents the non-Bell sector of the telephone industry, made up of 2,645 operating companies which serve more than half the nation's geographic service area. Independents serve more than 13 million telephones, more than the total of Britain and France combined.

General Telephone Co. of California is the state's and nation's biggest Independent.

California Water & Telephone Co. is the second largest Independent. Its investment includes 213,800 telephones and \$104 million in plant, and has budgeted \$17 million for expansion in 1964.

Nenzel said the next decade is expected to provide the greatest growth in the history of California Water & Tel. He said he anticipated a gain of 28,000 new telephones in 1964, more than his company's total stations in 1948.

Last year his utility installed a Fully Automatic Switched Teletype (FAST) system, developed especially for the Los Angeles County Sheriff's Department, which handles 20 million records annually. The Los Angeles Board of Supervisors authorized \$10 million to establish FAST and in 1964 an electronic computer is to be linked with it.

Also in 1963, California Water & Tel. with Graybar Electric Co. were responsible for installation of a new primary alert system for the Strategic Air Command at March Air Force Base.

Senior Citizens Yule Party Held Dec. 21

The Senior Citizens' Club held their Christmas party Saturday, Dec. 21. Members enjoyed chicken pies, cranberry salad and fruit cake, (the fruit cake was donated by the owner of the Sierra Madre Hardware).

Mrs. Martin Olson sang two Christmas solos; Mrs. Clinton Symonds gave the reading, "The Happiest Christmas of their Lives." Mrs. Lola Bullock read Mrs. Jacquelyn Kennedy's Christmas Message and Mrs. Charles McKim read the

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Home Savings Sponsors Beautification Project

Demolition ceremonies on Dec. 16 signaled the start of a block-long beautification project in downtown Pasadena, sponsored by Home Savings and Loan Association.

To be constructed at the southeast corner of Colorado Blvd. and Hudson Ave., Home's plans call for replacing old stores and run-down buildings with a park-like display. The site of the development has long been condemned as an eyesore by community leaders.

Designed by artist Millard Sheets in association with S. David Underwood, the beautification project consists of a concave curtain, 14 feet high and 70 feet long; a decorative reflection pool and landscaping surrounding the area.

According to Sheets, the curtain of textured cast stone will be illuminated and features two Home Savings shields fashioned from imported Italian glass mosaic. Twin fountains and decorative plans will border the pool.

Created primarily as a public service to beautify the area, the project serves

the community twofold. Behind the display, which fronts 78 feet of property, will be a public parking lot. (The Home Savings Pasadena branch, a block away, has its own parking lot.)

The park display will be completed early 1964. The entire project will cost approximately \$30,000.

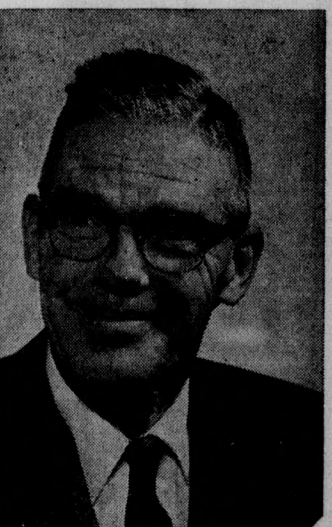
Participating in demolition ceremonies were Russell E. Denney, Home Savings vice president and Pasadena branch manager; Paul Cunningham, president, Pasadena Chamber of Commerce and Robert Gibson, president, Lake and Colorado Business District Association.

"Home Savings is vitally aware of its obligations to the communities it serves. Redevelopment of area surrounding our branch is our contribution to the beautification program of Pasadena's downtown area," Denney said.

Speak Up Citizens . . .

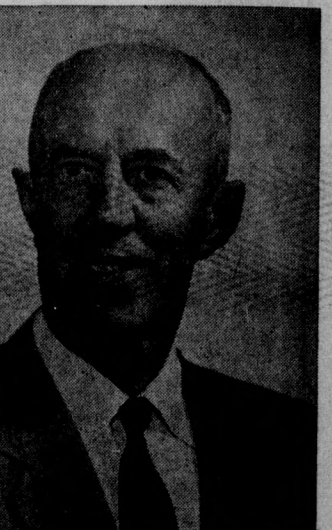
by Jody Beavers

Meet your City Officials and see what they resolve for the New Year. "New Year Resolutions."



Tom Schwartz
City Treasurer

"I don't go too strong on resolutions, I just try to take them as they come."



Charles E. Louk
Postmaster

"I plan to take time this coming New Year to do some traveling and relaxing, this is a wonderful and beautiful country we live in and I want to see some of it."



BEAUTIFICATION PROJECT—Home Savings and Loan Association has begun a block-long beautification project in downtown Pasadena. Located at southeast corner of Colorado Blvd. and Hudson Ave., old stores and run-down buildings will give way to a park-like display featuring a reflection pool and contemporary landscaping. Project is located near Home's new Pasadena branch which opened its doors last year.

RRE



It's Time Again to say... have a Happy New Year! Our thanks for your loyalty.

GULLETT and HARRIS
feminine fashions
1 KERSTING CT. EL 5-1017



New Year GREETINGS
To you, our wishes for a year that's just right, and our genuine gratitude for all your faithful patronage.

PERRY'S STATIONERY
56 W. SIERRA MADRE BLVD. EL 5-3385




GREETINGS
Popping up with a hearty wish that the New Year holds happiness, good health and prosperity for you and yours!

Ann and Ralph Hurwit
RALPHS SHOE STORE, INC.
41 N. BALDWIN EL 5-0479



happy new year
To our friends, old and new we extend New Year greetings and thank you most sincerely for your patronage.

Ben Wightman
SELF SERVICE LAUNDRY
282 W. SIERRA MADRE BLVD.



HAPPY NEW YEAR
Please accept our most sincere thanks for your valued patronage.

DON JACKSON'S
Store For Men
18 W. SIERRA MADRE BLVD. EL 5-1236

Altadena Federal Nativity Scene On Display

This Christmas, as has been the custom for many years, visitors to Altadena Federal Savings and Loan Association's main office at 2246 N. Lake, Altadena, may view a stirring life-size art portrayal of the Nativity scene. The rendition of this memorable event of nearly two thousand years ago will be on display in the lobby of the Association.

In making the announcement, D. W. Church, president of Altadena Federal Savings, stated: "I believe that everyone who views this portrayal of the event which literally was to change the course of human history will come away with a renewed appreciation of the true meaning of Christmas."

During the Nativity display, the Association's main office will be open its regular hours: 9 a.m. to 4 p.m., Monday through Thursday and 9 a.m. to 6 p.m., Friday, closed Saturday.

Tweddie Chosen For UCLA Extension Course

William A. Tweddie of Sierra Madre has been chosen as a participant in UCLA Extension's ten-day intensified short course for managers, "The 1964 Engineering and Management Course," to be offered on the Los Angeles campus Jan. 27 through Feb. 6.

Tweddie is vice president and general manager at Ling Electronics Division, Ling-Temco-Vought, Inc., in Anaheim.

Tax Payment Largest Expense Of Edison Co.

One of Los Angeles County's largest single taxpayers — Southern California Edison Company — presented its check for \$16,245,647.06 Tuesday, Dec. 10, as the first installment of local property taxes for 1963-64.

Along with the second installment which will be paid next April, the total of property taxes for the investor-owned electric company in this county alone will reach \$23,678,249.21, according to Paul J. Langlie, District Manager of Southern California Edison Company.

More than half of this amount goes directly toward the support of public schools in Los Angeles County.

Combined Edison property tax payments for 1963-64 in 12 counties of Central and Southern California will total \$47,279,512.35, he reported.

Garden Club In Preparation For Dinner-Dance

Plans are progressing for the annual Santa Anita Garden Club's dinner dance, to be held on Dec. 28, at the Huntington-Sheraton. Many pre-festivities parties are planned by some of the members.

The William Caldwells are planning a party in their home for the following guests: Mr. and Mrs. R. Nicholson, Mr. and Mrs. N. Lamoreaux, Mr. and Mrs. A. Benson, Mr. and Mrs. R. Rantz, Mr. and Mrs. R. MacKaig, Mr. and Mrs. R. Kramb, Mrs. A. Short, Mr. and Mrs. W. Wilson, Mr. and Mrs. L. Wright and Mr. and Mrs. A. Austin.

Also hosting a pre-dance party will be Mr. and Mrs. F. Polito with guests, Mr. and Mrs. G. Crawford, Mr. and Mrs. C. Martins, and Mr. and Mrs. G. Galloway.

Door prizes, which have been donated by local merchants, will be presented to the lucky ticket holders.

Robert Snyder Earns Promotion

Robert Snyder, of 156 E. Highland Ave., Sierra Madre, has been promoted to the position of controller for the Menlo Park regional office of an insurance company, according to C. J. Weiss, assistant vice president and regional manager. Snyder is a graduate of Westchester High School, and U.C.L.A. He also did post graduate work at U.S.C. where he received his masters degree. He has been employed by the company for the past year and a half as a management trainee. Snyder, his wife Elene and son Craig will soon move to their new home in Menlo Park.



NEW GOALS for 1964
Our greatest goal is to continue serving our loyal friends every day in every way.
Happy New Year!

TOY and PATIO VILLAGE
140 W. SIERRA MADRE BLVD. EL 5-6641




HAPPY NEW YEAR
We're putting best wishes into orbit for a happy New Year. Our thanks for your kind patronage.

Annette and Sam Perrof
ROYAL DRUGS
82 W. SIERRA MADRE BLVD. EL 5-3456



GREETINGS
We wish all whose friendship and good will we cherish a very happy New Year!

Sterling T. Ripple
RIPPLE MORTUARY
EL 5-3414
201 W. SIERRA MADRE BLVD.



HAPPY NEW YEAR!
It's out with the old, and in with the new... but not before we thank our many friends and patrons whose good will and loyalty have made our progress possible.

BUCCANEER
Cocktails
EL 5-9045
60 W. SIERRA MADRE BLVD.



NEW YEAR'S GREETINGS
We pause to wish all our friends and their families a happy New Year. Serving you is our pleasure!

GEM PLUMBING, INC.
Gordon Caldwell — Hal Jordan
27 S. BALDWIN EL 5-0753

With You & Your Neighbors At the Holiday Season . . .

by Judith Cox

It's a very special Christmas season at 244 E. Highland Ave. where Mr. and Mrs. Bob T. Buell are enjoying their baby's first Christmas. Christopher Buell is a bouncing 4 mos. Grandma, Mrs. Helen Cormier, aunt, Mrs. Jacklynne Wilmoth, and cousins, Terry (9), Cathy (7), and Peter (5), shared in the joy of Christopher's first Christmas. Also present were Mr. Buell's identical twin brother Mr. Bill Buell from Studio City. Soon after Christmas the family will travel to Crestline near Lake Gregory to see Bill Buell's newly purchased 6-bedroom home and enjoy the lovely atmosphere of the area.

Mr. and Mrs. Douglas Cox of 40 S. Lima, Apt. B, spent a merry Christmas day with Mr. Cox's parents Mr. and Mrs. Charles Cox of E. Calaveras, Altadena, grandparents to little Barbee (3) and Steven (9 mos.) Cox. The children's grandmother Mrs. Barbara Blossom, and great grandmother Mrs. Margaret Pearson of Altadena were in attendance as well as Mrs. Cox's sister Barbara, a student at John Muir, and brother, George, 10 years old. Mr. Cox sister Sue, a student at UCLA from Hollywood was also present at the Christmas feast.

Mr. and Mrs. Robert K. Mitchell of 451 Santa Anita Ct. Doug (12), Gordon (10), and Robin (6) plan to spend Christmas with Mr. Mitchell's family Mr. Stewart Mitchell, Sr. and Mr. and Mrs. Stewart Mitchell Jr.

Mr. and Mrs. Harlon H. Pederson had a wonderful Christmas Eve dinner prepared for their children Barbara (7), Lisa (6), and Janet (3) and a large group of relatives including Mrs. Pedersen's parents Mr. and Mrs. J. A. Jensen of Pasadena and her aunt Mrs. Christine Nelson who is visiting from New Jersey. Also present was Mr. Pedersen's mother Mrs. Anna S. Rasmussen of Santa Barbara and her brothers Ingstrup and Asger Gregerson from Sierra Madre.

Mr. and Mrs. James M. Scoville of 272 W. Grand View enjoyed preparing and sharing a happy Christmas Eve dinner with their family and relatives. Their married son and daughter: Mr. and Mrs. Edwin James Scoville of South Pasadena and Mr. and Mrs. R. F. Stiles of Sierra Madre came with Santa Claus No. 1 fans Melina (4), Scoville, Marta (5) and Maria (2½) Stiles. Also present to enjoy the evening

were Mrs. Jack Stiles Sr. and her brother Rev. Jack Stiles and family of Pacoima.

Mr. and Mrs. Loran F. Smith of 331 Ramona plan to entertain Mrs. Smith's sister and her husband Mr. and Mrs. William B. Stephens of Ridgecrest, Calif. for New Year's Eve. On New Year's morn Stephen (14), and Craig (12) Smith will attend the parade with their aunt and uncle, while Bryan (5), tends the fort and T.V. at home.

Mr. and Mrs. Harold T. Goodfellow of 585 Ramona plan to make the trek with son Bobby (11) to the Rose Parade early New Year's morn after which they will gather around the T.V. to watch the Illinois-Washington Rose Bowl game.

Mr. and Mrs. Richard L. Glanzrock of 313 Mariposa are expecting — no, not guests — a BABY, any minute! "If" has been the key word all season, so "if" Mrs. Glanzrock is not confined they plan to spend New Year's Day with Mrs. Glanzrock's parents, Mr. and Mrs. Isaac Jacobs in Arcadia. Also present will be her three brothers and one sister: Chuck, Don, David and Nina, and several family friends.

Mr. and Mrs. W. S. Willson of 166 N. Sunnyside spent a happy Christmas day with their son and daughter-in-law, Mr. and Mrs. Fred Willson and granddaughter Candace at 2818 N. Colorado in Pasadena.

Mr. and Mrs. George L. Parr of 461 Mariposa and sons Peter and Stephan spent Christmas day at home with a watchful eye on "Mr. Goo" the most mischievous member of the family. "Mr. Goo" is a great big yellow tom cat, 14 years old, who last Christmas decided to climb the Christmas tree and proceeded to send it crashing to the floor, ornaments and all. Many of the ornaments were brand new because the previous year the Parrs' ornaments mysteriously disappeared. This Christmas there were more new ornaments, the tree was weighted with bricks, and "Mr. Goo" was undoubtedly contemplating "Next year . . ."

Rhythmic Dance Class To Begin January 9

Due to popular demand, the Women's Rhythmic Dance class has been rescheduled by the Arcadia Recreation Department. The new 10-lesson class will be held Thursdays from 7:30 to 8:30 p.m. at Bonita Park School Cafeteria beginning on January 9.

This course features beginning dance, rhythmic exercises and has included basic Spanish dance steps. One of its objectives is to impart grace and poise through good muscle tone and motion control. No previous dance experience is necessary.

Registrations may be made at the Recreation Office, City Hall, 240 W. Huntington Drive or at the first class. Registration fee is \$6.

Ballroom Dance To Begin On January 7

The 7th, 8th, and 9th grade ballroom dancing classes under the sponsorship of the Arcadia Recreation Department, will begin a new 10-week session on Tuesday, Jan. 7. Mrs. Mary Lou Kaiser, popular Arcadia dance instructor, will again be teaching basic ballroom dances, some of the more popular new dances and dance manners.

Teens in the 7th grade meet from 7-8 p.m., and 8th and 9th graders from 8 to 9 p.m. in the Bonita Park School Cafeteria. The registration fee of \$6 may be paid at the recreation office in city hall or on the first class meeting.



Colby Nursery
"We Like To See Things Grow"
1306 North Altadena Drive SY 7-0536

Open Sundays
Landscaping
Free Delivery
Charge Accounts
SCOTT'S Lawn Products



A Very Happy New Year
With thanks for your valued patronage, we wish you a New Year of many successes and joys.

BLANCHARD'S WASH-RITE
158 W. SIERRA MADRE BLVD. EL 5-8431



HAPPY NEW YEAR
To old friends and new, our thanks for the opportunity of serving you.

Emile Smith
SIERRA MADRE PLUMBING CO.
15 KERSTING COURT EL 5-7283



BEST WISHES FOR A HAPPY NEW YEAR
It's a pleasure to serve you. Please accept our sincere thanks and all good wishes for your new year.

Mary and Dave Sample
WISTARIA BAKE SHOP
4 E. SIERRA MADRE BLVD. EL 5-3332



New Year Greetings
We're ringing in the New Year with high hopes for a happy and rewarding '64 for our friends and patrons.

Sierra Madre Paint & Wallpaper Co.
35 NORTH BALDWIN AVE. SIERRA MADRE EL 5-3378



It's A New Year
Bells are ringing for a brand New Year! We hope it is the happiest ever, overflowing with peace, happiness and success. It is with grateful thanks to friends and patrons that we extend this message.

HARTMAN PHARMACY
53 Years in Sierra Madre
29 N. BALDWIN EL 5-3311



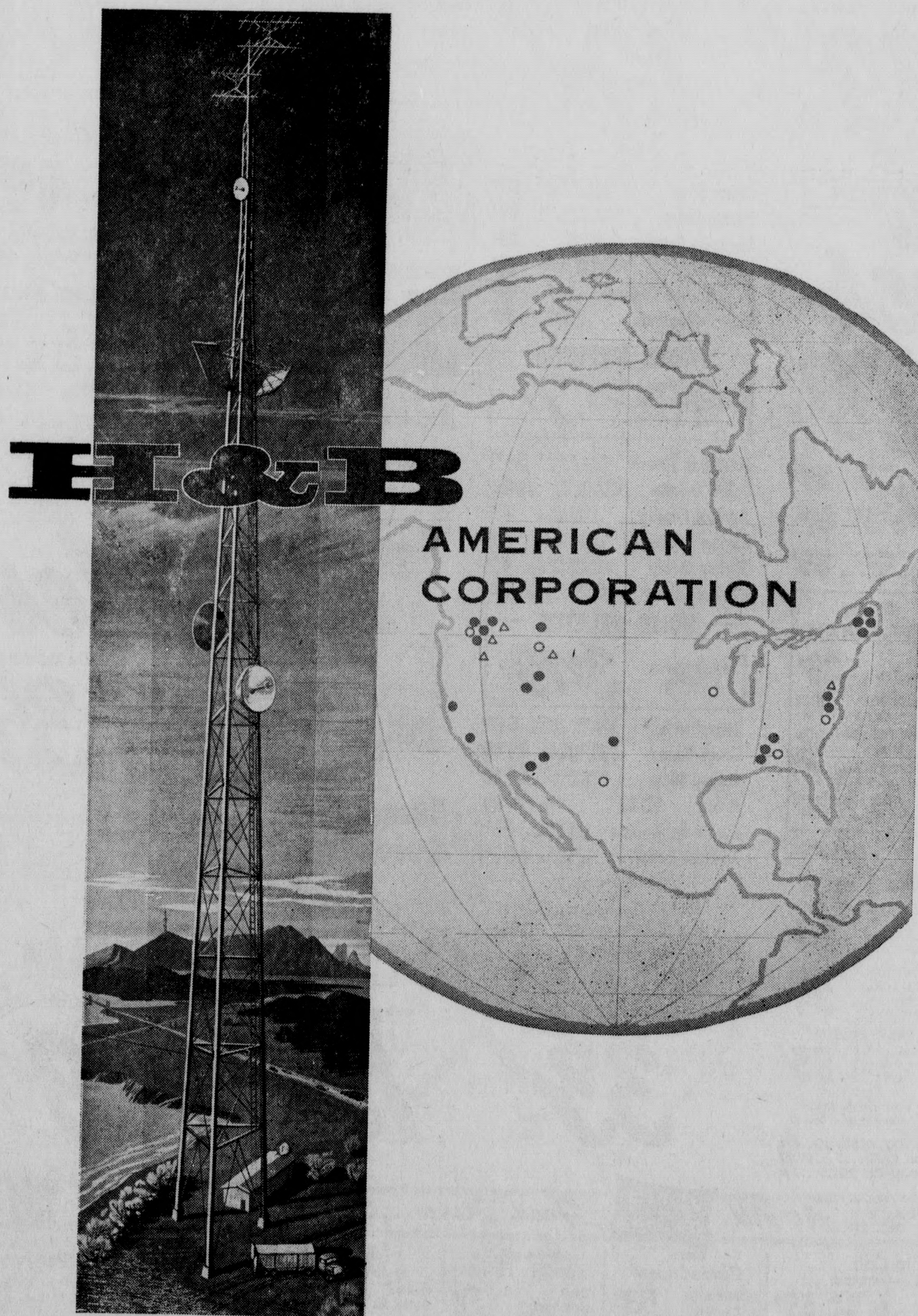
Merry Christmas



May we take this opportunity to "CABLE" Christmas cheer to you?

We are now accepting applications for service and would be pleased to have you visit us at 38 NORTH BALDWIN AVENUE.

Come in and leave your name so we can notify you when we will be in your neighborhood. The construction crews are finishing up in the Canyon area and after the New Year we can do a lot of preliminary work at your home in order for your house to be ready when the system is turned on. They said we have to completely wire the section from Highland Ave. Northward before we can give you any service, but they didn't say we couldn't get all the work around your house done ahead of time.



We're coming along on schedule, 20,000 ft. of cable and supporting strand are up and if all goes well we should be able to keep our promise to some of you of service late in January.

All of us at Foothill Cable and H&B Communication join in extending to you our best wishes for the most joyous Holiday Season you've ever had.

YOU'LL BE
SEEING MORE IN '64

Foothill TV Cable Co.
of Sierra Madre

356-1702

Dr. Barnhart Announces Sermon Topic

"What Religious Science Teaches" is the sermon topic of Dr. Ethel Barnhart Sunday, Dec. 29 at both the 9 and 11 a.m. worship service of the Santa Anita Church of Religious Science, 226 W. Colorado Blvd., Arcadia. This is the first of a series of Sunday morning lesson-sermons devoted to Religious Science and its place in the world today. In the December 29 service Dr. Barnhart will explain the principles underlying the teaching of Religious Science as a scientific approach to life, based upon the teachings of Jesus Christ.

The Sundays during January will be devoted to how Religious Science may meet man's basic needs for peace, happiness and self expression. Child care is available during the service.

Junior church from preschool through ninth grade meets at 9 a.m. under the leadership of dedicated teachers. All children are lovingly invited to join these classes and share the blessings. The high school and college youth meet at 7:30 Sunday evening.

For spiritual help day or night, call HI 7-6162.

What Is a Bargain?

"Ask Trudie"

THE PLAZA SHOP
Dresses - Sportswear
39 East Montecito
Near the Shell station
This Sunday

Use the Classified
Ads and turn
Your Used Merchandise
Into Cash

FAITH LUTHERAN CHURCH

The Lutheran Church - Missouri Synod
845 Hastings Ranch Drive - Armin W. Hesse, Pastor
Sunday, December 29
Sunday School 9:15 a.m.
Sunday Service 10:30 a.m.
This service will be a departure from our usual Sunday service of worship in that it will be a journey through some of the centuries of prominent Christmas hymnody.

BETHANY CHURCH

(INTERDENOMINATIONAL)
Baldwin at Montecito Robert M. Schaper, Pastor
11:00 p.m.—"The Flickering Torch"
9:30 a.m.—Sunday School
6:00 p.m.—Five Christian Endeavor Groups
7:00 p.m.—Dr. Schaper preaches
New Members received



Sierra Madre Congregational Church
"The Church of the Singing Tower"
Morning Worship: 9:30 and 11:00 A.M.
Sermon: "Wonderful Assurance"
Preaching: Dr. W. J. Thompson
Church School: 9:30 A.M. Jr. & Sr. HI: 7:00 P.M.
College Age: 8:00 P.M. Niners: 4:00 P.M.

First Church of Christ, Scientist

186 W. HIGHLAND AVE., SIERRA MADRE
Sunday Service (small children cared for) 11:00 A.M.
Sunday School for pupils up to age 20 ... 9:30 A.M.
Wednesday Testimonial Meetings ... 8:00 P.M.
"God the Preserver of Man"
READING ROOM, 22 N. BALDWIN AVE.
Daily Except Sundays and Holidays ... 12-5 P.M.
Saturday ... 10-5 P.M.

Santa Anita Church of Religious Science

226 W. Colorado Blvd., Arcadia HI 6-8206
DR. ETHEL BARNHART, Minister
Sunday, December 29 - 9 and 11 a.m.
"WHAT RELIGIOUS SCIENCE TEACHES"
Divine Healing Meeting - Tuesdays at 8 p.m.
Dr. Ethel Barnhart
Junior Church 9 a.m. Youth Activity 7:30 p.m.
Dial-For-Prayer - HI 7-6162

EPISCOPAL Church of the Ascension

N. Baldwin at Laurel
Rev. Harley Gibbs Smith, Jr., Rector
Rev. James H. Miller, Curate
SUNDAYS

7:30 a.m.—Low Mass
8:40 a.m.—MORNING PRAYER
9:00 a.m.—FAMILY EUCHARIST
9:30 a.m.—SUNDAY SCHOOL
10:30 a.m.—SUNG EUCHARIST & SERMON
Weekdays Holy Eucharist 7 a.m.
Also Wednesday and Friday 9 a.m.

NOW
IN FOOTHILL-ROSEMEAD SHOPPING CENTER
Just North of See's Candy
SPECIALS FROM DEC. 26-31

FRESH LOCAL
LOBSTERS Reg. \$1.19
lb. **\$1.19** lb.

FRESH — Reg. 89c lb.
Snapper Fillet **59c** lb.

NEPTUNE SUGGESTS
★ Large Green Shrimp ★ Smoked Fish
★ King Crab Meat Legs ★ Idaho Trout
★ Finnan Haddie ★ Lobster Tails
★ Eastern Clam Meat ★ King Crab
★ King Crab Legs
★ Olympia Oysters ★ King Crab
★ King Crab Meat Legs in Shell

Fresh Dungeness Crabs
NEPTUNE SEAFOOD CO.
3653 E. Foothill
FOOTHILL-ROSEMEAD SHOPPING CENTER
Open Daily 9:30 to 6 355-1503
Also in Pasadena Farmer's Market - Walnut Arcade

Congregational Guest Speaker

Dr. William J. Thompson, former pastor of the Sierra Madre Congregational Church, will return to the pulpit this Sunday, Dec. 29. His subject will be, "A Wonderful Assurance."

He was minister in Sierra Madre from 1920-1924. Since that time he has served churches in England, Canada, Hawaii, and Washington, as well as other posts in California. He is vice president of the Association of Social Psychology, Washington, D.C., and of the Amateur Press Association of

Bethany Church To Show Film 'Touch of Brass'

Evangelist Billy Graham addresses the generation growing up in the shadow of the atomic cloud in his newest feature motion picture, "Touch of Brass" which will be shown at Bethany Lutheran, 2666 LaTierra St. (on Sierra Madre Blvd.), East Pasadena, on Sunday, Dec. 29 at 7 p.m. in the social hall.

Graham's producing organization, World Wide Pictures, took its sound-color cameras to the home and factories of Manchester, England, where the story of a working man's family actually took place. The dramatic cast was drawn from the locale itself, resulting in a ring of authenticity rarely seen on the motion picture screen. The film was directed by Dick Ross and runs the emotional gamut including something for every age group.

Scheduled with the dramatic feature, is a musical featurette "To God the Glory" which features the talent and artistry of the Billy Graham platform team: Cliff Barrows, song leader and master of ceremonies; George Beverly Shea, internationally known bass baritone soloist; Tedd Smith and Don Hudstad at piano and organ, and the voice of the Christianaires Choir.

BETHANY Evangelical LUTHERAN CHURCH

La Tierra and Wanda at Sierra Madre Blvd.
East Pasadena
9:30 S.S. Worship

Worship Service 11:00 a.m.
Worship Service Sermon by Pastor Carlsen
NIELS C. CARLSEN, PASTOR (Nursery Provided)



happy new year

THE PLAZA SHOP
41 E. MONTECITO
EL 6-1495

Bethany Church Notes

Year-end activities at Bethany Church of Sierra Madre are somewhat subdued following the festivities and remembrances during the Christmas season. Pastor Robert N. Schaper prepared worship leaflets for the homes of all members and constituents to assist in their Christmas service in the home on Christmas Day. No mid-week service was held last Wednesday evening because of the celebration of the Savior's birth. There will be a prayer and praise service on New Year's eve this year from 7:30 to 8:30 p.m. This is to make it possible for all to attend the service so as to permit others to go to the Kerr New Year's Musical at the Pasadena Civic Auditorium and other observances.

Pastor Schaper will preach this Sunday morning at the 11 worship hour on

the theme, "The Flickering Torch." During the Sunday evening service, a reception will be held for new members. These include Mr. and Mrs. Gary Patefield, Mr. and Mrs. Dave Roess, Mr. and Mrs. Marion Day, Mr. and Mrs. Paul White, Mr. and Mrs. George Shimazu, Mr. and Mrs. George Baker, and Miss Kathie Porter. All of these members have studied with Pastor Schaper and Harold Ankeny, Minister of Education prior to being interviewed by the Board of Deacons. They were then recommended to the church for membership.

The junior high Christian Endeavor executive officers will travel to Carpinteria for a retreat as guests of Al and Laurel Leeming. Their son, Jim is on the executive. The junior high CE is sponsored by Gary and Joanne Westover.

EPISCOPAL Church of the Ascension

N. Baldwin at Laurel
Rev. Harley Gibbs Smith, Jr., Rector
Rev. James T. Miller, Curate

Christmas Eve., Dec. 24

Confessions —
12 Noon — 3-5 P.M. — 7:30-9 P.M.
11:00 Carols and Christmas Music
12:00 Solemn Midnight Mass

Christmas Day

7:30 A.M.—Low Mass with Carols
9:00 A.M.—Low Mass
10:30 A.M.—Solemn Mass and Benediction

Call Cumberland or Gilbert 3-6181
For Location of Store Nearest You



GOOD WISHES FOR A...



We're ready with the fine foods and fixins' that make the holidays such a gala season... everything you need at prices that please!

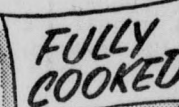
6-DAY SALE

Prices Effective
THU., DEC. 26 thru TUE., DEC. 31
Open New Year's Eve Until
Regular Closing Time
CLOSED NEW YEAR'S DAY



BEST BUYS IN QUALITY MEATS

FARMER JOHN



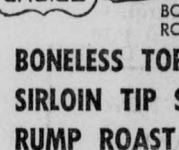
Ham **37c** lb.
Tender, tasty, Eastern corn-fed quality, deep smoked the Farmer John Western way

WHOLE HAMS	BUTT PORTION	HAM SLICES	FULL SHANK HALF
14-16 lb. Box Avg. Wt. 49 lb.	6 lb. Box Avg. Wt. 49 lb.	Center Cuts	
49c	49c	98c	

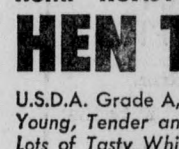
U.S.D.A. Choice Beef



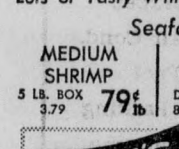
ROUND STEAK **69c** lb.
Lean, Juicy, Full Cuts



BONELESS TOP ROUND **89c** lb.
OR CUBE BONELESS



SIRLOIN TIP STEAKS **98c** lb.
TRIMMED OVEN-READY (BONELESS... 79c lb.)



RUMP ROAST **69c** lb.
TRIMMED OVEN-READY (BONELESS... 79c lb.)



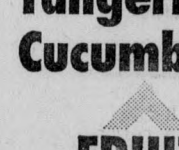
HEN TURKEYS **39c** lb.
U.S.D.A. Grade A, 8-13 lbs. Young, Tender and Juicy... Lots of Tasty White Meat



Seafood Sea-lections
MEDIUM SHRIMP 3 lb. Box \$2.79
COOKED SHRIMP 1 lb. Box \$1.99
DEVILED SHRIMP 1 lb. Box \$1.99
DOVER SOLE 1 lb. Box \$1.99



DELICIOUS Apples **3c** 35c
RED OR GOLDEN
Extra Fancy Washington State



Tangerines **2c** 25c
Cucumbers **3c** 25c
LARGE SIZE CALIFORNIA
CRISPY FRESH SLICING SIZE



ICE CREAM **59c** Save 10c
Jerseymaid—Catering
1/2 GAL. ROUND CTN. Try New Date-Pecan Flavor



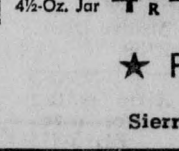
FROZEN DINNERS **33c** Save 16c
Banquet—11 Varieties
FROZEN 11 OZ. PKG.



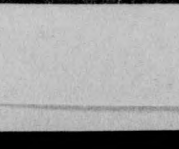
FRUIT COCKTAIL **19c** Save 16c
Dole—303 Can
FROZEN 11 OZ. PKG.



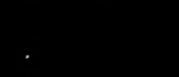
LIBBY'S Corned Beef **53c**
MINUTE MEAL 12 OZ. CAN



LOMA LINDA Ruskets Flakes **31c**
CEREAL 10 OZ. PKG.



Beech-Nut Baby Foods **4c** 45c
Assorted 4 1/2 OZ. Jar



Pet Food **2c** 33c
GIBLET 6 OZ. CAN

Party Plans Begin Here

Vienna Sausage	HYGRADE 6 OZ. CAN	5c
Smoked Oysters	DEEP BLUE 6 1/2 OZ. CAN	3c
Deviled Spam	NORMEL 3 OZ. CAN	2c
White Tuna	CHICKEN OF THE SEA 7 OZ. CAN	4c
Ritz Crackers	NABISCO 1 LB. BOX	39c
Party Thins	NABISCO 8 1/2 OZ. BOX	39c
Ripe Olives	SAN FERNANDO 10 OZ. PITCHED, NO. 1 CAN	29c

ORANGE JUICE
Cal-Fame, Frozen
6 OZ. CAN **4c** 33c

VON'S COFFEE
A Premium Blend
2 LB. CAN **49c** 10c

TOMATO JUICE
Glorietta-Fancy
46 OZ. CAN **19c** 10c



CANNED Ham **2c** 49c
3 LB. CAN

CORN KING... Lean, tender, waste-free. Three-time Gold Medal winner at the California State Fair. Real Corn Country flavor!

POTATO SALAD **33c**
15 OZ. Cup

Cream Cheese **29c**
Cotto Salami **69c**
Swiss Cheese **39c**

VONS DETERGENT
All Purpose Powder for White Washes Sparkling Dishes
GIANT SIZE SAVE 10c **39c**
NIBLETS **6c** 1
BUTTER **67c**
ASPIRIN **2c** 49c

AMERICAN HERITAGE
HISTORY OF THE UNITED STATES
Volume 4 Is Here!
A NEW NATION
The Growing Pains of a New Country
Washington
Jefferson
War At Sea
Only **99c**
Vol. 1 Only 49c

Van's Bakery
RYE BREAD **29c**
Regular or Thin Sliced Standard Loaf
ROUND SOURDOUGH **39c**
Plain or Seeded Extra Thin or Regular Sliced
FRUIT STOLLEN **55c**
All Butter Coffee Cake Fruit Topped Ea.
Van de Kamp's Specials thru Mon., Dec. 30
POULTRY DRESSING .49c
FRUIT CAKE... 1 lb. \$1.29
CINNAMON ROLLS... 29c

Prices Effective THURSDAY, DEC. 26 thru TUESDAY, DEC. 31 **At All** **VON'S Shopping Bag** **Food Stores... Service, Savings and...**

AMERICAN BEAUTY Macaroni **23c**
RONI-MAC 12 OZ. PKG.

New Diet-Rite Cola **59c**
WONDERFUL FOR WEIGHT-WATCHERS! SUGAR-FREE... ONLY ONE CALORIE PER SERVING
6 12 OZ. Btl.

ALTADENA **2408**
Lincoln Ave.

SO. PASADENA **1616 State St.**
(East of Fair Oaks)

WEST ARCADIA **1407**
Baldwin Ave.

PASADENA **3941 E.**
Sierra Madre Blvd.

ALTADENA **2408**
Lincoln Ave.

SO. PASADENA **1616 State St.**
(East of Fair Oaks)

WEST ARCADIA **1407**
Baldwin Ave.

PASADENA **3941 E.**
Sierra Madre Blvd.

JUST ABOUT EVERYONE READS THE....



CLASSIFIED ADS



Phone

EL 5-3324



COPY DEADLINE 2 P.M. TUES.

Straight classified 45c a line, \$1.25 minimum; 3 times or more \$1.00 minimum. Classified display, \$1.15 an inch; monthly, \$1.05 an inch.

WORK WANTED

RELIABLE LADY to baby sit day or eve. Own trans. Call EL 5-6900. A:10-26tf

RELIABLE lady will baby sit. Own transportation. Phone 355-0089 A:5-23tf

E. A. GARCIA
Rubbish hauling and Tree Work
For service call EL 5-1716

IRONING done in my home. Reasonable. 111 N. Sunny side. EL 5-3779 A:11-1tf

WALLS AND WINDOWS WASHED FLOORS WAXED
HERMAN DAVIS
EL 5-7762 A:10-3tf

PAINTING
Prices you can afford. M. C. Faulkner. HI 7-5925 A9-12-10-31

HAULING GARDENING
SY 7-8953

HELP WANTED

BABYSITTER wanted, 5 morn. week, 7:45 to 12:45. 355-9556. B:12-26-1-10

DRESSMAKING

EXPERT ALTERATIONS, also coats, suits & dresses made. EL 9-3931 EL 11-21tf

SERVICE

SIERRA MADRE TRANSFER Local and long distance moving. EL 5-3374

LOST AND FOUND

LOST—Small brown poodle, female, pink collar. Reward. 355-0776 G:12-26

SPIRITUALIST ADVISOR

Sister Evonne
SPIRITUALIST ADVISOR
— on all problems —
Bring your problems to me I will solve them
803 Fremont S. Pasadena
SY 9-9991 :12-5-12-26

REST HOME

Eva Hardin
CONVALESCENT HOME
Nurses around the clock. Good food. Excellent care. Licensed for 9. M.A.A. patients approved.
94 1/2 N. BALDWIN
355-8169 T:9-26tf

PETS FOR SALE

2 BLACK Toy Poodles, 1-6 wks., 1-5 mo. A.K.C. Also stud service. 355-0871 O:12-12-12-26

WANTED TO RENT

WISH to rent or lease 2-3 bdrm., 1 1/2-2 ba. btl-ins, modern unfurn. house w/ fenced yd., gar. S.M. or Pasadena area. sm. child reg. dog. Write J. E. Ekelund, 6696 Haroldo Way, Buena Park. Call 714-828-1859. L:12-12-12-26

FOR RENT

OFFICES OR SALES SPACE
Fully Air Conditioned Utilities paid — Janitor SIERRA MADRE'S NEWEST OFFICE BUILDING 49 S. Baldwin Inquire EL 5-3456

CHOICE unfurn. 2-B.R. apt. 3 compartment ba., pvt. deck, etc. Adults. 451 N. Baldwin D:9-26tf

DELUXE unfurn. 2-bdrm. All elec., air cond., drapes, eps., \$130. "Laurel View" 80 E. Laurel. EL 5-8248 after 5 p.m. D:7-18tf

LUXURIOUS NEW SYLVAN WEST APTS.

1 & 2 Bdrm.
2 bdrm. apt. w/1 1/2 baths; Carpet & Drapes
Built-Ins — Air Cond.
Heated Pool
Carport plus Parking
Teenagers Welcome
Lease Starting at \$115 to \$135
51 ESPERANZA
EL 5-2186 Mgr. Apt. M

UNFURN. DUPLEX Apt. 2 bdrm., \$85 mo. SY 6-0241 D:12-6-1-9

LARGE DELUXE APT.
2 bdrms. 1 bath, built-ins w/w carpets, drapes, air cond. lge. heated pool, close to town, quiet, serene atmosphere.
32 Esperanza
EL 6-1120
1 Mo. free rent with lease

NICE 1 bdrm. house and carport, park-like area, \$70. Stove and refrig. Part Utilities pd. EL 5-8512 D:12-5tf

VACANT—Move in. Clean, older, unfurn. 3 br., 1 ba. house in Sierra Madre. Carpeted, close to shopping, trans., etc. Children O.K. \$125 month. No lease required. HI 6-8211 D:12-19tf

NEW deluxe unfurn. 1-bdrm. apt. Cpts., drapes, stove, refrig., A/cond., swim pool. 469 W. Sierra Madre Blvd. EL 5-6181 D:10-3tf

DELUXE furn. 1-bdrm. apt. All elec., air cond., \$130. "Laurel View," 80 E. Laurel. EL 5-8248 after 5 p.m. D:7-18tf

\$105. NO STAIRS
2 Bedroom Unfurn.
Quiet, parklike surroundings next to public library
420 W. Sierra Madre Blvd. SY 5-2739

DOWN TOWN 3 rm. cottage for offices and/or dwelling, \$65. EL 5-7196

FOR RENT

Well Why Not?

Everyone wants the best in an apartment, within their rent range and why not? It's just good business to see Sierra Madre Townhouse before settling down again. Designed and built to appeal to discriminating adults, these lovely 1 and 2 bedroom units offer private patios, Carrier air condition, all Medallion electric kitchen, rich nylon carpet and featuring real structural soundproofing. Yes, if you're "fussy," you'll be delighted with these. Just a few left at \$120 and \$135 per month. 1 block east and 1 block North of central Sierra Madre at 170 E. Highland and Mt. Trail. Come see them or call SY 58-058 or EL 53-678. (You'll be glad you did!)

FOR RENT

FOR RENT

Exquisite New
2 bdrm. — \$127
2 bdrm. furn. \$147
2 private balconies
2 parking spaces
HAS EVERYTHING!
NEAR EVERYTHING!
291 W. Montecito, S.M.
EL 5-9911

UNFURN. 1 bdrm. apt. excellent Blvd. location. W/ w cpts., pvt. patio, drapes, gar. disp., btl-ins, refrig., fplc., Air/C. \$110. Util. pd. 390 W. Sierra Madre Blvd. EL 5-7047 EL 5-7023 D:12-12tf

3 ROOMS, newly decorated. Utilities paid, stove and refrig. \$75. EL 5-3091 EL 5-6186 D:11-7tf

FOR SALE MISCELLANEOUS

GUARANTEED. Used bikes, also bicycle repairs, parts. Toy and Patio Village, 140 W. Sierra Madre Blvd. 355-6641 E:10-17tf

FACTORY SECONDS—Pickled melon rind, preserves, olives. Ward's Factory, 273 E. Highland. No deliveries. E:4-6tf

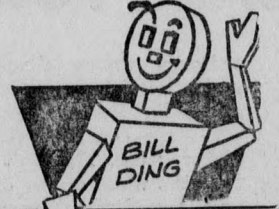
2 FOR 1 SALE
Fresh stock daily of men's, women's, children's clothing and misc. Buy 1 item at reg. low price, 2nd item free. Good radios, TV, appliances, furn. at prices that will amaze you. Come in today and save \$\$. Open every night till 9 VETERANS THRIFT STORE 25 E. Colorado, Pasadena

KIMBALL pump organ, good cond. Just serviced. \$60. 355-3657. E:12-18-26

PIANO, Whitney walnut baby grand. Exlnt cond. recently serviced, tuned. EL 5-7704 E:12-19-1-2

PRACTICALLY new, all hand made, beautiful, all occasion dresses. \$4 ea. Size 16. EL 5-9717 or EL 5-9596 E:12-26-1-2

BILL DING Says



Wishes everyone
Happy New Year
from all the
Gang

Open All Day Saturday
MYRTLE AVE. LUMBER CO.
1525 SOUTH MYRTLE AVE.
Monrovia
Phone EL 8-1851

REAL ESTATE FOR SALE

Seasons Greetings
from
Whipple REALTY
SY 6-3166

PRIVACY PLUS

By Owner
Xlnt location, N. Arcadia. 2 lg. br., 1 ba. home on lg. secluded lot. Low taxes. 15 yr. Xlnt cond. Lg. fr. w/frpl. Sep. din. rm., study, Sep. ldr. rm. New w/w cpt. Xlnt stge. space, btl-ins. Patio area. Imm. poss. MUST see to appreciate. \$22,500. Owner will take second. EL 5-0873



Flamingo

SKY HARBORS
Here are some fine values in lots and homes in the peace and seclusion of our lovely canyons:
Two 25' lots—Brookside Lane—both \$4,850
View lot—Irregular w/retaining wall 6,950
Cottage & Guest Room, furnished 7,500
2 Gingebread cottages on lot 11,500
Sturdy split-level w/garage 14,500
Penhouse in the trees 19,500

VALLEY BELOW
Rent too high? Apartment too crowded? Let us show you this immaculate 3 bedroom home out in the County area. Knotty pine kitchen, Pullman bath, carpets & drapes, double garage, 57x137 fenced yard. Only \$400 Down, \$72 Month. \$12,750

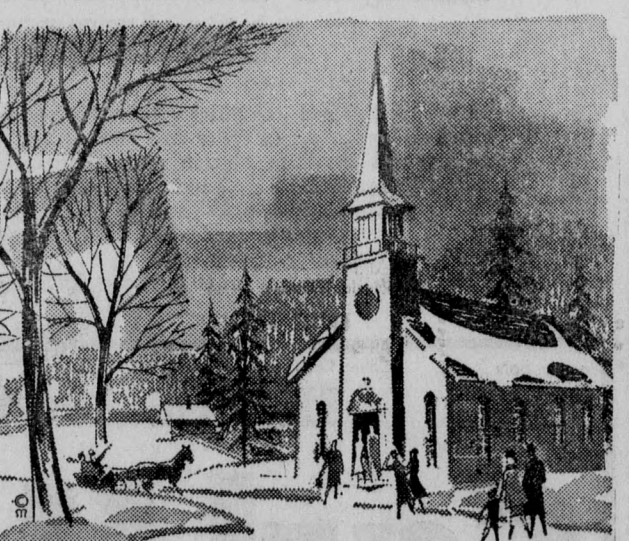
TOWNHOUSE
Sunshine yellow Contemporary. Lovely view of Valley from Living Room Bay. Comfortable Den w/ used brick fireplace. Two lovely bedrooms. Tile bath. Double garage with additional workshop area. Choice residential section, yet close to transportation and shopping \$19,900

FLAMINGO PROPERTIES

EL 5-8045
496 W. SIERRA MADRE BLVD.
3 Offices To Serve You SIERRA MADRE ARCADIA DUARTE

OPEN SUNDAY 1-5

Charming new 4 bdrm. and family rm., 3 baths Top neighborhood adjoins Upper Rancho 301 W. ORANGE GROVE, SIERRA MADRE BUILDER EL 5-7961



NEW YEAR WISHES

Each passing year brings greater pride in the pleasant relations we enjoy with our good friends and patrons. Our thanks to all, and best wishes for 1964.

Janet and John Curtis
S. M. REALETERIA
304 W. SIERRA MADRE BLVD. EL 5-3433

Seasons Greetings
from
Eleanor Powell
and
Jay W. Yeats Co.
496 N. Allen St.
Pasadena
449-4500



Now is the
hour to thank you
for your good
will. Happy '64!

La Lone Realty
356-1493
EL 5-9929 (24 hr.)
320 W. S.M. BLVD.



We're ringing
in the New Year with
hopes that it
brings you a full
measure of
success and happiness.

Jack Butler
Doug Delahooke
Bernie and Harry Lange

Marge McCall
Lola Rudbach
Hugh Warden

Harry A. Lange

Real Estate and Insurance — Multiple Listings
81 W. SIERRA MADRE BLVD. EL 5-7196
Open Saturdays and Sundays



FLAMINGO PROPERTIES
496 W. SIERRA MADRE BLVD. EL 5-8045
3 Offices To Serve You SIERRA MADRE ARCADIA DUARTE

FOR SALE—REAL ESTATE

NOW HURRY!
For this is just back on the market. (Was sold last week). If YOU can qualify, here is a lovely 3 bdrm., 2 bath, plus paneled screened den property in prime area. W/w cpts, hardwood flrs., fireplace, dishwasher - disposal, breakfast nook. (WILL PUT IN NEW BLT-INS!) Lge. living room (WILL DECORATE TO SUIT!) beautiful mountain view 1/2 acre — completely fenced, separate fenced fruit orchard! Oversized electric garage. \$32,500! 80%, 30 yr. loan. Approx. \$149 month. Owner will carry a second on long term! You can't ask for more than this!

FORCED SALE SLEEPER
3 bdrms., 2 bath, lanai, w/w carpeting, fireplace. POOL plus fish pond. SO NEW ON MARKET CAN'T EVEN SHOW FOR FEW DAYS. Call for appointment early. Priced at \$26,900!

BANK SALE
\$25,000. BARGAIN! 3 bdrm., 2 bath. Close in on lovely St. by appt.

SPARKLING DOLL HOUSE
Loaded with charm, move right in, w/w carpeting, drapes, etc. 2 or 3 bdrm., plus paneled family den! Owner says try under \$14,000! 537 Brookside. Call for appt.

RENTAL
Completely fenced upper duplex, 2 bdrm. or 1 and den, close in. \$85.

LA LONE REALTY
356-1493
EL 5-9929 (24 hr.)
320 W. Sierra Madre Blvd.

Thursday, Dec. 26, 1963

SIERRA MADRE NEWS-5

Merry Christmas and a Happy New Year
Clara Clark
795-3225 SY 3-8859

BUSINESS DIRECTORY

APPLIANCES AND REPAIRS

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Electrical Appliance Service Center
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Editorially Speaking....

"He that is slow to anger is better than the mighty; and he that ruleth his spirit than he that taketh a city." Proverbs 16:32.

Repeal of the Rumford Act

What greatly disturbs our political thinking of late is the accusation that the people of California are doing an evil thing in taking steps to repeal the Rumford Act. This law—called the Rumford Fair Housing Act—should in fact be labeled Rumford Forced Housing Act. What we have never been able to see is what is fair about forcing a property owner, against his better judgment, to sell, rent or lease his property to any person where such transaction could in any manner work against his own or his neighbor's best interests.

The original sponsors of the Rumford Act, from Governor Brown down, surely can make no pretense of claiming that this law represents the openly expressed will of the people of the state. Its last minute enactment by the state legislature indeed leaves much to be desired in the making of laws by any branch of state government, whose authority must, in the final analysis rest in the hands of the people.

The plea from the Governor's office is now to give the law a chance to be tried out. But why? Why didn't he in the first place give the people a chance to know what was being forced on them, and—now—a chance to let the people vote on the law? Should there be anything considered wrong in allowing the people of a state to vote on a law that can affect the basic fundamentals of their liberty? Doesn't the governor of California even pretend to want to carry out the will of the people?

The basic issue at stake as we see it in the matter of the retention or the repeal of the Rumford Act is that of mutuality of consent and agreement indeed to be desired in every real estate transaction, whether in form of rental or sale. This is what we mean by mutuality of consent: Buyers and sellers of property as well as owners and tenants have, since the formation of this nation, until such restrictions as the Rumford Act have prevented them, held equal right of decision upon all aspects of all transactions as being mutually advantageous, beneficial and satisfactory. This is as it should be. But the Rumford Act now curtails the rights of owners.

No law has ever required that a buyer or tenant enter into any real estate transaction against his own best judgment. Why, then, under the law of mutual consent, should a property owner be forced to enter into a transaction against his own best judgment? Thus it is that we maintain that the Rumford Act is in no way a fair housing law.

If the initiative petitions now being circulated qualify for the ballot and the Rumford Act should thereafter be repealed, owners of property in this state would thereafter be guaranteed the full, free and unchallenged right to decide in their own minds what was best and beneficial to them and freely enter into transactions without reservation of any kind. This freedom of action, we maintain, springs from a constitutional guarantee of liberty to which every citizen of this country is inherently entitled.

We hold that if any citizen desires to sell, rent or lease his property he should have no restriction placed upon him regardless of race, color or religion—other than his own conscience and best judgment on what is best for him, his family, his neighbors and the community in which he lives. On the other hand neither do we feel that he should be compelled to sell, rent or lease if in his judgment it does not serve his best interest. We hold that happiness and contentment are logically as much a part of the payment in a real estate transaction as cash, security or other valuable consideration. The buyer or tenant of any property fully considers this, why shouldn't the seller or owner in any transaction have the same right? We hold that he should.

Look up your real estate dealer today and sign the petition to put the proposal on the Ballot next November and thereby letting the people decide what is best for them. A petition is also at the News Office if you care to sign it.

Out On a Limb

The American Automobile Association, we learn, has gone out on a limb. A very delightful limb, too.

In a recent report the AAA applauded the short skirt. Not, it hastened to explain, merely because of appreciation of feminine appeal, but for the very practical reason that automobile headlights readily pick up stockings or bare legs of pedestrians. "Naturally," reasons the AAA, "the more stocking or leg exposed the easier it is for motorists to spot, and thus prevent an accident."

We're not quite sure we follow the Association's logic; for several motorists of our acquaintance might well end up in the ditch if confronted with a pretty pair of legs on the highway. But assuming the AAA is correct, can we now look forward to some snappy new eye tests at the state motor vehicle drivers' license testing stations?

Altoona, Pa., Mirror: "If we want a world of plenty, let us restore freedom and responsibility wherein each individual must provide for himself and his family and has the added incentive of knowing that he may enjoy the fruits of his efforts. The socialist cliché of 'redistribution of income,' so popular in our time, is false—always has and always will lead to bitter disappointment and hard times."

Sierra Madre News

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A First Class Newspaper entered as Second Class Matter at Sierra Madre Post Office October 2, 1906, under Act of Congress of March 3rd, 1879.

R. Robert Evans } Editors and Publishers
Peggy L. Evans }
Jody Beavers Classified Advertising Manager
Frederic Schweppe Plant Superintendent
George Maurer Typetting Foreman

NOTE—The opinions expressed in credited columns of the Sierra Madre News are those of the writers and do not necessarily represent those of the News.

Letters addressed to the editor of the News are welcome, however, they must be signed with correct name of the writer. The writer's name will be withheld if requested. Individuals may feel free to express their ideas insofar as they remain within the bounds of propriety, however, letters attacking individuals or personalities will not be published.
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FREEDOM At Any Price

By H. V. Witty

On Christmas Day we celebrate the birthday of the Man Who knows and knows that He knows—FOLLOW HIM.

YOUR

SIERRA MADRE

.... POLICE REPORT

H.B.D. These letters could stand for Horror, Bane, Death or possibly—Hurt, Broken, Destroyed.

In Police parlance H.B.D. refers to a driver who has been Drinking and who has committed a traffic violation or has become involved in an accident.

The following is taken from the California Highway Patrol relative to "The Drinking Driver":
"The drinking driver is many violators in one. The element of hazard is imminent in every action he performs. California experienced 3,368 fatal accidents during 1961. 1,100 or 33 per cent were classified as HBD (Had Been Drinking) in which one or more drivers of one or more of the vehicles involved was a HBD driver. 21,458 or 20.3 per cent of 105,631 injury accidents were classified as HBD in which one or more vehicles involved was a HBD driver. Since 1950 the fatal accidents involving HBD drivers has increased 115.1 per cent and the injury accidents involving HBD drivers was increased 76 per cent. During the period 1950 to 1961, all fatal accidents increased only 24.5 per cent. Injury accidents during this same period increased 68.2 per cent. Thus, not only is his potential for accidents high, but the degree of severity is unfortunately greater."

Let common sense prevail. If you are going to drink—"Don't Drive; you may kill yourself or, even worse, you may kill an innocent person and live the rest of your life tormented by the agony of the resultant memories."

School Bonds Issuance; Sale Authorized
School bonds of four school districts in the First Supervisorial District amounting to a total of \$6,485,000 will be sold by the County Board of Supervisors in behalf of the districts at 9 a.m. on Tuesday, Jan. 14, according to Supervisor Frank G. Bonelli.

Issuance and sale of the bonds, as requested by the governing boards of the district, were approved by the supervisors today, Bonelli said.

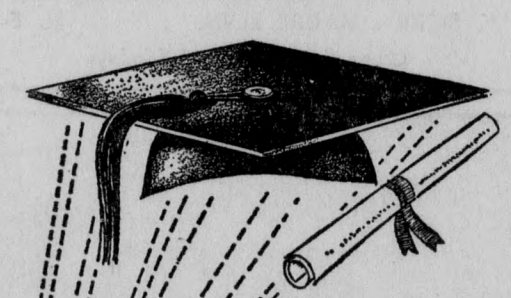
Largest issue is in the amount of \$3,750,000 to be sold for the Arcadia Unified School District. Bonds of the Covina - Valley Unified School District in the amount of \$1,995,000 will be sold. Other school districts and the amounts of the bond sale are the West Covina Unified School District, \$550,000 and the Bonita Unified School District, \$190,000.

USE THE CLASSIFIED ADS. THEY BRING IMMEDIATE RESULTS.

Benjamin Franklin summed it up in these words: "They that give up essential liberty to obtain a little temporary safety deserve neither liberty or safety."

It has been said: "He who knows not, and knows not that he knows not, is a fool. Shun him. He who knows not, and knows that he knows not, is a child. Teach him. He who knows and knows not that he knows, is asleep. Wake him. He who knows and knows that he knows, is a genius. Follow him."

PLAN AHEAD



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ATLAS FEDERAL SAVINGS AND LOAN ASSOCIATION

Letters To The Editor . . .

Dear Editor:

This is by way of extending warm season's greetings to you and the staff at your paper.

But it is also to say thank you and express appreciation for the fine coverage you have given to our new United Way campaign.

Our publicity job this year was a double barreled one. Not only to spark interest in a campaign of this kind—but there was an ever bigger task. In this, the first year, to inform everyone about the United Way and the new concept of Community Chest giving.

Your regular placing of the articles in your paper—and in an important spot—the "catchy" title to the question and answer articles etc. all were the real key to success in our job.

At the height of the campaign may I also tell you that when your paper came out with an article we would notice an increase in donations.

Again, many thanks.

—PHYLLIS CHAPMAN
Public Relations
United Way Campaign

OUT OF THE COBWEBS

10 Years Ago; 1953
December 24

A front page greeting from the NEWS: "Merry Christmas from all of us to all of you!" and from a poem by Richard Keller:

And now, to you—
our friends—we say,
May your Christmas be Merry,
and your New Year gay.

May New Year's dawn bring joy and peace
And the spirit of Christmas never cease.

A report of City affairs: Enjoying the present Yule season but always working for the present AND the future, "With the location of a proposed swimming pool still not established, the City Council has authorized an L.A. legal firm to start proceedings immediately for a special election to approve issuance of bonds for financing such a pool. It is anticipated that, allowing for red-tape and public hearings, the election will be held in late February, the pool site possibly to be announced prior to that time."

20 Years Ago; 1943

December 23

Most popular gift items this year—a little prayer, mom's cookies, a War Bond, a pint of blood.

From a Christmas message on the News front page:

We should be eternally grateful that our own community, our own State, and our own Nation have been spared the horror of death and devastation that has taken a fearful toll of the civilian population in other lands. We can still afford to say, "Merry Christmas" with full and glad voices. For as long as Christmas is celebrated by free men, there is the radiant, reassuring hope that peace will come again to our earth.

From a cartoon "Mickie says—" which frequently appeared in the News, Mickie says—some folks "hate to bother us" with one news item! That's just foolish! Why, a big two-ton elephant welcomes a lit' peanut, 'n' we're that way 'bout news items!

30 Years Ago; 1933

December 22

A Depression Christmas.
—Please turn to Page 8

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✓ 1963 Box Score: FORD'S TOTAL PERFORMANCE TOUGHNESS DOMINATES THE COMPETITION WORLD!

Ford has chosen the most rugged testing program cars have ever faced . . . full-scale open competition on the rally and racing circuits of the world. This is the dramatic way to show that Fords have changed . . . and the sure way to be certain they keep on changing. Changed? Just look at the record:

STOCK CAR RACING: 240-1 margin for Ford Ford is king of NASCAR competition and Ford Motor Company has the NASCAR Achievement Award to prove it. In the '63 season, special Ford entries won every single race of 500 miles or longer, scored nearly twice as many points as any other make. 500-mile races are the ultimate test of inherent durability and dependability. In two other major stock car racing associations, IMCA and MARC, Ford drivers have wrapped up the 1963 championships.	SPORTS CAR ROAD RACING: Ford V-8 power is the new king Here the Cobra with its special Fairlane engine emerged as the overwhelming leader in one short year. Cobra won the coveted Manufacturer's Trophy in SCCA Class A Production competition by so wide a margin no other cars—U.S. or foreign—were even in sight. And in the two major tests this fall, the Laguna Seca and Riverside races, the new King Cobra edged off the top "unlimited" cars from all over the world.	RALLY COMPETITION: Manufacturer's Championship Products of Ford Motor Company and its worldwide affiliates won the 1963 Manufacturer's World Rally Championship. Ford's rally year began when two specially equipped Falcon V-8's started the automotive world in the brutal 2500-mile Monte Carlo Rallye. Other special Falcon V-8's triumphed in Holland's famed Tulip Rally, and ran away with the Manufacturer's Team Prize in the 4000-mile Trans-Canada Rally.	INDIANAPOLIS: Ford ends an era Advanced Ford engineering smashed precedent in the classic Indianapolis "500." The first time out, a light alloy version of the Fairlane V-8 design in a Lotus chassis finished second. And the next time, in the Milwaukee "200" it ended the reign of the traditional "Indy" racing car by leading every foot of the way from start to finish.	PERFORMANCE & ECONOMY: New laurels for Ford The Mobil Economy Run underscored Falcon's year-long reputation for thrift—a Falcon scored first in Class B (medium-engined compacts). And the Pure Oil Performance Trials brought laurels to the big Fords, which walked off with overall wins in Classes 1 and 11 for total performance (economy, acceleration and braking).
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✓ 1964 Result: TOTAL PERFORMANCE INSPIRES THE TOUGHEST, SMARTEST CARS FORD EVER BUILT!

Fords have changed—and that's the real reason behind Ford's racing successes. We're now making the longest lasting, best handling cars in our history—because competition provides a kind and an intensity of testing that no proving ground can ever equal. What we learn from the specially equipped cars we race helps us make your car better.

Racing inspires a level of engineering skill far above

ordinary commercial needs. The inherent qualities that make the victorious racing car—road-holding, braking, durability, precision control, resistance to vibration—also make a car safer, stronger and smoother for normal highway use. This isn't theory; all you have to do is take the wheel of any of our new Fords. Five minutes on the road will show you a total performance no one else has been able to achieve.

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FOR A CHANGE!

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Falcon • Fairlane • Ford • Thunderbird

SEE THE 1964 TOTAL PERFORMANCE CARS AT

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THE TIME HAS COME

The President of the United States has been murdered by a Marxist-Communist within the United States.

It has been pointed out by the Hon. Martin Dies, since the assassination, that "Lee Harvey Oswald was a Communist," and that when a Communist commits murder he is acting under orders. The former Congressman, head of the original Dies Committee, is probably second only to J. Edgar Hoover in first-hand knowledge acquired from early and long experience in investigating Communist activities.

The Hon. J. Edgar Hoover said in a speech on October 18, 1960: "We are at war with the Communists, and the sooner each red-blooded American realizes that the better and safer we will be." He emphatically repeated this statement on December 3, 1963 - - ten days after the assassination. And this is none the less war because the Communists conduct it according to their usual methods, without regard to civilized rules or human decency.

Nor is it in character for the Communists to rest on this success. Instead, we can expect them to use the shock, grief, and confusion of the American people, resulting from the assassination of our President, as an opportunity for pushing their own plans faster. Also, we shall be subjected to an ever greater barrage of distortions and falsehoods, aimed at imposing on the nation a completely false picture of the situation and of the forces at work. They have to subvert our minds as well as our institutions.

For five years The John Birch Society has said that, regardless of the external threat, Communism was a serious internal menace in the United States. And we were

right. This has now been proved, tragically but conclusively, to the deep sorrow, but also to the profound alarm, of all good Americans. The time has come for those good Americans to join us in this fight against the powerfully organized "masters of deceit." For, as Edmund Burke once wrote: "When bad men combine, the good must associate; else they will fall one by one, an unpitied sacrifice in a contemptible struggle."

The John Birch Society is an *educational* army, and our only weapon is the truth. But George Washington stated our problem well: "Truth will ultimately prevail where there is pains taken to bring it to light." We take tremendous pains in proportion to our numbers and our strength, and all we need to win is that enough other patriots join us in our determination and our labors. For there is nothing the Communists fear so much in the whole world today as having the American people learn, too soon, the truth about their purposes, their methods, and their progress.

If you oppose the Communist conspiracy by learning and spreading the truth, you may expect to be smeared as viciously as we have been for five years. But you will be helping to save your family and your country from the same cruel tyranny that has already been imposed on a billion human beings.

The time has come for every red-blooded American to react as such. If you have the willingness to learn and the courage to support the disturbing truth, use the coupon below. It will be without any obligation on your part, and we shall not contact you further unless or until you request us to do so.

THE JOHN BIRCH SOCIETY Belmont, Massachusetts 02178

Please Note

If you agree with this statement, and are willing to help us put this message in as many newspapers as possible across our country, send us your contribution *now*. Make your check out to *Special Advertising Fund*, and mail it directly to:

THE JOHN BIRCH SOCIETY,
Belmont, Massachusetts 02178

The John Birch Society
Belmont, Massachusetts 02178
Gentlemen:

- ☐ Please send me, without cost or obligation on my part, a sheet of preliminary information about the Society.
- ☐ For the enclosed one dollar, please send me your *Introductory Packet* of THE JOHN BIRCH SOCIETY.

(Check the box that applies.)

- ☐ For the enclosed five dollars please send me your *Special Packet*, containing the basic materials from which I can obtain a thorough understanding of what The John Birch Society is, how it works, and what it hopes to do.

Sincerely,

(Name) _____

(Address) _____

PAID ADVERTISEMENT

Vella Views

By
Toni Maurin

SYcamore 7-9634

Would that we could keep the faith of children in the Christmas season. Their minds are full of the coming of the Savior. Their hearts are filled with good things like sugar plums and Santa Claus with his snowy white beard. Even the fact that one of their chums pulled off Santa's heard poses no doubt. He was just a helper anyway. They believe because they want to believe, and because we want them to. Thru them we can, for a few brief moments, capture that uncomplicated sweet simplicity of long ago when we were but children ourselves.

We can forget the mad last minute scramble for that final gift. We can forget the bills that will be in the box come January one, and the circulars advertising all of last week's prime buys at half price. We can forget and be happy in their glow — Christmas without Christ and without children seems like no Christmas at all.

The Kinneloa Canyon Club gave the children in their neighborhood a Mexican Christmas party this year. They had pinatas for the children to break filled with candies. Instead of each child receiving gifts they chose to bring one to donate to the Firemen's Toys for Tots drive. The children were invited to wear crazy hats and prizes were awarded to the best in their classes.

The party was arranged by Mrs. Arthur Gillian and Mrs. Brewster Benedict, along with Mrs. Willfred Hazen, the club's president.

An evening with Mr. and Mrs. Arturo Gutierrez of Fairpoint is always a guarantee of a good time, but last Saturday evening was even more delightful than usual. There were so many things to celebrate. First there was the engagement of their daughter Gudelia to George Florates. They announced it to their families on Thanksgiving day. Then there was George's birthday as well as Elena's eighteenth birthday and finally they were celebrating just a little in advance, "Papa's" birthday.

Those invited to take part in the celebration were Mr. and Mrs. John Eppard, Mr. and Mrs. Charles Klingerman, Mr. and Mrs. A. J. Huber, Mr. and Mrs. Ben Rogers, Mr. and Mrs. Ralph Paquette, Mr. and Mrs. Fred Ascencio and their daughters Tessie and Kathy, Mrs. Eva Ferguson, Mr. and Mrs. Tito Gutierrez, Guillermina Gutierrez, Shirley Ann Gutierrez, their niece from Leon, Mexico, and ourselves.

Dr. and Mrs. Lincoln Wilson of Old House Road had a neighborhood Christmas cocktail party last Thursday to usher in their holiday season. On their guest list were Mr. and Mrs. Don Crandall, Mr. and Mrs. John Chapman, Mr. and Mrs. John Norcott, Mr. and Mrs. John Fincke, Mrs. Lou Garland, Mr. and Mrs. Robert Anderson, Mr. and Mrs. Norman White, Mrs. Edwin Pyle, Mr. and Mrs. Edward Halperin, Mr. and Mrs. Charles Golds-worthy, Mr. and Mrs. O. Kenneth Filer, Mr. and Mrs. James Smith, Mr. and Mrs. Ira Lackey, Dr. and Mrs. M. K. Simmers, Dr. and

Mrs. Clete Dorsey, Mr. and Mrs. Gene Rode, Mr. and Mrs. Charles Hardison, Mr. and Mrs. Aikman Armstrong, Mr. and Mrs. Kenneth Christianson, Mr. and Mrs. George Holmes, Dr. and Mrs. Robert Mueller, and ourselves.

Mr. and Mrs. J. Reece Brown had a cocktail party last Sunday afternoon for around 50 couples. One of the most delightful experiences of the party was getting a cup of punch. Mrs. Brown had her mother, Mrs. Perkins Taylor, who is visiting her from Alabama, serve the punch. Mrs. Brown says she's really got a "Suthin" accent. Some of the local guests were Mr. and Mrs. Ralph Gleim, Mr. and Mrs. Theodore Topits, Mr. and Mrs. Donald Stoll, Mr. and Mrs. Kenneth Christianson, Mr. and Mrs. Roger Hopkins, and Mr. and Mrs. Karl Lindberg.

It is always fun to talk to Mrs. Ward (Margaret) Clark of Claremya Lane. She loves to decorate her home for the holidays and she especially enjoys holiday entertaining. If you think you've been busy lately, hear some of the entertaining that has been going on in that house.

They started out with "The Voyagers Club" annual pot luck dinner followed by a white elephant sale. The proceeds of this sale traditionally goes to some worthy charity. There were 48 people at this sit-down dinner.

Next came a bridge luncheon for a group that has been together for 20 years. They all had a gift exchange following their luncheon. The guests were Mrs. Norman McBride, now of Corona Del Mar, Mrs. Bruce Stenger, now of Long Beach, Mrs. Jack Boland, Mrs. Victor Harris, Mrs. William Creamer, Mrs. George Hill, Mrs. Joseph Montgomery, and Mrs. Art Cle-tus.

That luncheon was followed a few days later by the Pasadena Lady Lions Club Luncheon and token gift exchange. Mrs. Omar Barker and Mrs. Elmer Hildendorf served as co-hostesses with Margaret on this party. There were 30 guests.

Last Wednesday the "Hill Bridge Club" came for luncheon and gift exchange. In this group are Mrs. Neal Patterson, Mrs. John Willis, Mrs. Harry Pulaski, Mrs. Paul Hamilton, Mrs. Larry Deitzel, Mrs. William Nash, and Mrs. John Wil-fong. I understand that Mrs. Hamilton and Mrs. Willis were the prize winners for the day.

On last Thursday evening the Preceptor Eta Chapter of the Beta Sigma Phi Sorority came for dinner and gift exchange at the Clark home. There were 18 ladies, and I can well imagine the fun in their gift exchange. They all have secret sisters so the donor of the gift is a secret till June, but speculation runs high.

Did you say you were busy? Merry Christmas!

What Is a Bargain?

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Dresses - Sportswear

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"Ask Trudie" — EL 6-1495

Near the Shell station



**HAPPY
NEW YEAR**

THANK YOU FOR YOUR FRIENDLINESS
AND PATRONAGE THIS PAST YEAR.

MAY WE EXTEND TO YOU
OUR WARMEST GREETINGS AND
GOOD WISHES FOR A
HAPPY AND PROSPEROUS NEW YEAR.

**Al Foxton
CHEVRON SERVICE
and Garage**

115 W. SIERRA MADRE BLVD. EL 5-2178

OUT OF THE COBWEBS

A hopeful expression in poetry on the front page: "If we but truly keep the Faith." Until depression lifts, Oh, then We'll clasp this bright assurance close, And hope will fill our hearts again; And listening, we'll hear the strains Of "Peace on Earth, Good Will to Men."

Pasadena, Tuesday Jan. 1
Floral Parade and Historical Pageant
10:30 a.m.
Football
Navy vs. Washington State University
Rose Bowl Stadium
2:30 p.m.



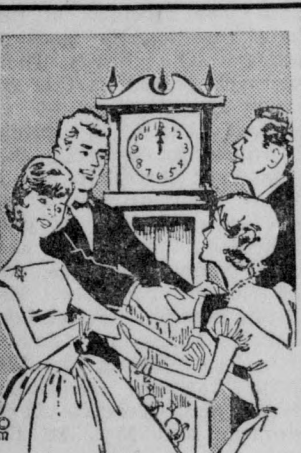
Crib
Crop

Yes, there is a Santa Claus, and he came more than a week in advance with his pack filled with long-sought public improvement and work for 99 of Sierra Madre's unemployed. Direct connection of Sierra Madre with the outside world—the extension of Central Avenue into Pasadena—is an actuality. Ninety-nine Sierra Madreans will be on the job until it is possible to drive over the new boulevard through the Hastings Ranch into Colorado St., Pasadena.

And from the old, old files
December 19, 1913

T
O
One
and all
The News
extends a hand
clasp and best wishes
for a very Merry Christmas
and a full happiness
for the
New Year

40 Years Ago: 1923
December 21
Tournament of Roses

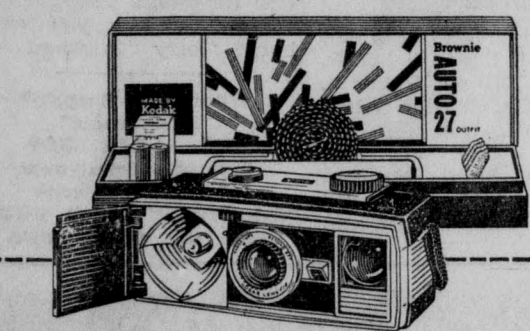


For Friends,
OLD and NEW
May the New Year
bring you good health,
success and happiness.

KING JEWELERS
24 W. S. M. BLVD.
EL 5-1571

new... wonderful...
AND JUST IN TIME FOR
Christmas

KODAK GIFT OUTFITS
SEE THEM ALL—HERE!



BROWNIE Auto 27 Outfit
Automatic electric-eye exposure control

Features versatile new easy-to-use Kodak camera with electric eye that adjusts lens for correctly-exposed pictures. Built-in flash compartment. Correct flash exposure is set automatically as you focus. Fast, color-corrected lens. Extra-large optical finder. Takes 12 color or black-and-white snaps, or color slides on 127 film. Comes in complete outfit.

\$34.50

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Social and Club Activities



MRS. GERALD BRUCE TODD
... nee Patricia Ann Stetson

Patricia Stetson Becomes Bride Of Gerald Todd In Dec. Wedding

With lovely white roses as her bouquet and a floor length gown of blue silk shantung, Patricia Ann Stetson became the bride of Gerald Bruce Todd on Friday, December 20, at the Chapel of Roses in Pasadena.

Patricia is the daughter of Mr. and Mrs. Theodore R. Stetson of 639 Woodland Drive, Sierra Madre, and Gerald is the son of Mr. Robert Todd of Arcadia and Mrs. Carl Wilson of Fullerton.

Given in marriage by her father, the bride was a vision in blue in her silk shantung gown designed with a scoop neckline and three quarter length sleeves, adorned with a tailored bow at the waistline.

The maid of honor was Mrs. Robert Wynn (Joyce Heflin) and Barbara Broder was maid of honor. Both attendants were gowned in pink brocade.

Mr. Robert Todd served his brother as best man, and the ushers were Robert R. Stetson, brother of the bride, La Moyne Durham, and Robert Hyde.

Rev. George Lindsay of the Sierra Madre Congregational Church officiated at the ceremony. The soloist was Mr. James Witt.

A reception was held in the Chapel of Roses patio. The newly married couple will enjoy a honeymoon trip to Arizona through the holidays after which they will make their home in Arcadia.

The bride is a graduate of Pasadena High School and is attending Pasadena City College where she is currently president of the P.C.C. Women's Student Body and

held on Thursday evening, Jan. 9, at the home of Education Chairman Henrietta Symonds, 260 Ramona Ave.

Women Golfers Hold Luncheon; Installation

Eaton Canyon Women's Golf Club held their installation luncheon at Eaton's Restaurant on December 18.

Dottie Lich, retiring president presented a new gavel to Fran Ross, new president, who in turn introduced the officers for the new year. They include: Vice president, Mary Ryan; secretary, Gail Clement; treasurer, Doris Pooler; tournament chairman, Fran Wall; handicap chairman, Flo Temmesfeld; rules committee, Peggy Culwell; publicity chairman, Gloria Krough; ringer tournament, Shirley Southwell; hospitality chairman, Marieta Ker-mode.

Two trophies were presented by Marie Appleford, for pro points and putting. Both trophies were won by Juanita Pollock.

Mrs. Hoot Whitaker, wife of the pro at Eaton Canyon was the special guest.

A most happy Christmas was spent at the Clyde Edwards home, 313 N. Sunny-side. Mr. and Mrs. Edwards and daughters, Donna and Janet, welcomed Mrs. Ed-wards' mother, Mrs. G. Garson of Pomona and friends, Mr. and Mrs. Guy Rossi and family (Daryl and Diane). The Edwards and the Rossis have been together to enjoy many a Christmas dinner. Included in the gathering were some out-of-town friends of the Rossis. Regrettably, "favorite cousin," Mrs. Pearl Clancy from Chicago, had to cancel her plans to visit.

Mr. and Mrs. Donovan J. Hargens Announce Daughter's Engagement

An Easter wedding is being planned for Yvonne Hargens Burk and Mr. Blair E. Brown, whose engagement is being announced today, by her parents, at their traditional Christmas dinner, attended by 40 relatives.

She is the daughter of Mr. and Mrs. Donovan J. Hargens of Shadow Grove Road, Pasadena. A native of California, Yvonne attended schools in the Pasadena area and is an alumna of Pasadena High and Pasadena City College.

Blair, son of Mr. and Mrs. Buel E. Brown of Center St., Sioux City, took his schooling in Iowa. Formerly a

resident of La Puente, he now resides in Boron, Calif., where he is superintendent of public utilities at Edwards Air Force Base.

Pasadena Chi Omega Alumnae To Sponsor Coffee

Invitations have been sent to all Chi Omega girls who will be home from college for the holidays to attend the annual coffee sponsored by the Pasadena Area Chi Omega Alumnae. The girls attend schools nationwide and will be honored along with their mothers from 10 until 12 o'clock on Monday, Dec. 23, at the Arcadia home of Mrs. Dennis Pickens.

Assisting the hostess chairman, Mrs. Margaret Willette, will be Mrs. Clyde Fiddick, as well as the Chi Omega Alumnae members. All Chi Omegas are welcome to attend this annual holiday affair and may call Mrs. Willette at SY. 7-5649.



CHILDBIRTH In the GOOD OLD DAYS

Few families would care to go back to "the good old days" of childbirth. Death of mothers was common place, often because doctors had no drugs adequate for fighting infection. In 1915 one of every 164 mothers died in childbirth, or from complications of her pregnancy.

Many of these mothers could have been saved by only a few dollars' worth of today's medicines.

Now only one mother in 3,125 dies. Much of the credit for this improvement is due to the new prescription drugs. Their cost is surprisingly low. In fact, only 15 prescriptions in a thousand cost as much as \$10. The average one costs only \$3.26. No wonder we say: "Today's prescription is the biggest bargain in history."



Hartman
Rexall Pharmacy
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With You & Your Neighbors At the Holiday Season . . .

by Judith Cox

Mr. and Mrs. Roger M. Kelley, Jr., of 551 Ramona spent Christmas Day in South Pasadena with Mrs. Kelley's brother and sister-in-law Mr. and Mrs. Brenton Ogden and their children Brenton (7), Elizabeth (6) and D. Kelley (1½), named for her aunt and uncle. Also present to enjoy the feast were Mrs. Kelley's mother, Mrs. Nell Ogden of South Pasadena, her grandmother, Mrs. Mina Ketring of Sierra Madre, and her cousin Jack Gates of Sierra Madre.

The European touch has been added to the Christmas Tree at 51 Olive St. Mr. and Mrs. Joseph G. Mastin received gifts from their daughter and her husband Mr. and Mrs. Frank Chesley and little Mary Jo (3) from Germany. Mr. Chesley is a reporter for "The Stars and Stripes" magazine in Darmstadt, Germany made Christmas tree ornaments, hand-blown frosted white on gold, and hand-made bakery goods—heart shaped cookies—already strung, now adorn the Mastin's tree.

Enjoying the Christmas dinner with the Mastins was their son Ted, a student at Pasadena High School, and Mr. Mastin's mother, Mrs. Agnes Mastin of Sierra Madre.

Lee is Mr. and Mrs. Conna-ghan's great grandchild. Mr. and Mrs. John Conna-ghan of 69 Montecito Ct. are enjoying the Christmas season with children, grandchildren and one great grandchild all of Sierra Madre. On Christmas Eve they had dinner with Mr. and Mrs. Thomas Solary (their daughter) and Nancy and Thomas II (2½). Christmas day found the family gathered this year at their daughter and son-in-law Mr. and Mrs. William Waiter's with Michael Waiter (16), and his sister and her husband Mr. and Mrs. David Livingston and their daughter Ginger Lee (2). Ginger Also present was the Con-

naghan's son and his family Mr. and Mrs. Dudley Cook, son John and daughter Susan.

Mr. and Mrs. Dee McConnell of 100 N. Cañon Ave. planned Christmas dinner for their son and his wife, Mr. and Mrs. W. B. McConnell who are in Sierra Madre for a two week visit having travelled to Sierra Madre from Grant's Pass, Oregon. Enjoying the visit with his parents is Stephen McConnell, a student at Azusa College. Also present at the Christmas table was Mrs. W. McConnell's mother Mrs. Earle Walker from La Jolla.

a bright and happy

NEW YEAR
We "tune up" with glad greetings to wish for you all the best.

Alyce Herrold
SIERRA PRINTING and MAILING
71 N. BALDWIN EL 5-6226

There is a DIFFERENCE Comforting Service

Call Rose Hills for immediate assistance and advice at time of need. Experienced men and women—always available—will provide sympathetic, understanding guidance. It is very important for you to have this personalized attention and it is always there—24 hours a day, every day of the year—at Rose Hills. The comforting service plus complete facilities all at one place have proved so helpful to so many families in this area. And at Rose Hills everything required is in a setting of tranquil beauty—nature's own. So much more—costs no more—at Rose Hills.

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COLUMBARIUM
3900 Workman Mill Road
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THE FUTURE IS IN YOUR HANDS

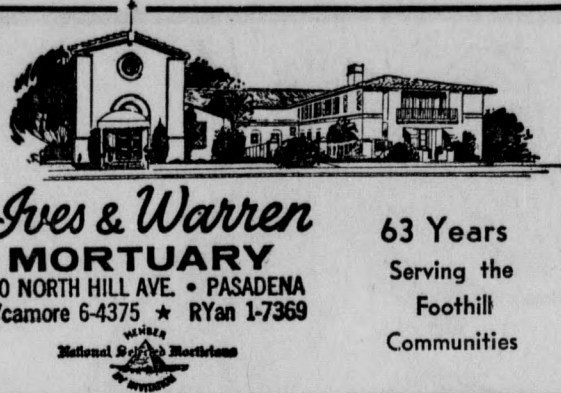


Each of us has a share in building the future that lies ahead. We join you in pledging to meet the challenge with high hope and deep determination, that the future may be rich in the promise of expanding opportunity, and full of the rewards of achievement. A Happy and Successful New Year to all!

SIERRA MADRE PLANNING COMMISSION

Mrs. Marrie Casey, Chairman
Walter L. Couchman, Commissioner
Richard G. Beaumont, Commissioner
Dr. Dan D'Arcy, Commissioner

Milton R. Emerson, Commissioner
Harold Petz, Commissioner
Mrs. May R. de Wright, Commissioner



63 Years
Serving the
Foothill
Communities

With You & Your Neighbors At the Holiday Season . . .

by Judith Cox

Mr. and Mrs. William A. Beavers of 440 Gatewood Terrace and family, daughters Bonnie (9) and Susan (7) are enjoying a visit with their grandmother who has come to California from Atlanta, Ga. to spend the holiday season. The Beavers enjoyed a Christmas brunch

with the family and invited guests Mr. and Mrs. Les Janes from Altadena. There will be party gaiety on New Year's Eve and the excitement of the Rose parade to round out the happy season Beavers' style.

Mr. and Mrs. Raymond J. Starrs of 117 E. Highland and sons Raymond Walter and Ronald Edward spent Christmas in Palm Springs with Mrs. Starrs' sister and brother-in-law Mr. and Mrs. Ira Baggesgard and her niece Mrs. Watson Wade and Mr. Wade also of Palm Springs.

The Starrs have invited friends Mr. and Mrs. Lawrence Distel of Santa Ana to be their guests at the Rose parade on New Year's Day.

Dr. and Mrs. Arthur J. Clark of 2010 Lilliano Drive spent a happy Christmas Day with Mrs. Clark's son and daughter-in-law Mr. and Mrs. Victor E. Morgan of Arcadia and grandchildren Barren (4) and Bradley (3). Also present to share the feast was Mrs. Morgan's mother and father Mr. and Mrs. Ralph Pade of Arcadia and other members of the family.

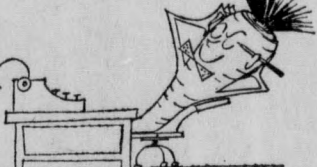
Mr. and Mrs. Daniel A. Hayward of 1305 Davenport Drive, Pasadena bundled up newborn Gregory and Wendy (4), and Mark (2½) for a Christmas Day in Camco Shores with Mrs. Hayward's parents Mr. and Mrs. R. H. Sampson. Also present to enjoy a wonderful dinner and to see the baby were Mr. and Mrs. Frank Wood (Mrs. Hayward's sister) of Costa Mesa and their children, Julie Jean (9), Randy (6) and Jeff (3).

Mr. and Mrs. James C. Cortland of 2779 E. Orange Grove spent Christmas Day with their daughter and son-in-law Mr. and Mrs. William Althouse of San Gabriel. Also present at the Christmas table were Mrs. Cortland's parents Mr. and Mrs. William Willmott of Burbank.

Lucky Cortlands living four doors from the Rose Parade! There will be there with "bells" on and many coats, too, what with this nippy weather.

SIERRA MADRE NEWS—9
Thursday, Dec. 26, 1963

CARROT TOP



to all the world. A child born to teach us how to be men and women, how to be human and humane, how to worship our Creator by living our faith.

Born that we might forever, through the centuries and the generations, have the happiness that comes only from surrendering ourselves to the One Who made us; that we might know the solace of releasing what we can't keep forever, and the joy of remembering what no grief, no pain can make us ever forget.

You reach back, and if you reach far enough, to a silent, holy night, you will hear the words He said to anyone, anytime . . . the words that are a prayer and a benediction, the words that encompass the hopes of all who suffer or sorrow, the hopes of all men of good will:

"Peace on Earth."

I have noticed that last week's paper carried several of the City Officials and their New Year's Resolutions . . . personally, I am not going to make any resolutions known . . . Oh, yes, I have them, and I have solemnly sworn that I would keep them, and although I know some of them will go by the boards, in making them I do know that I have taken stock of the situation and found myself lacking.

I know that I am a better person than I was a year ago, and to some they may say, gee whiz, if that is true, what a whirly bird he must have been last year if he is now an improved model.

Here I can only say, you should have known me ten years ago if you think I am unbearable today . . . truthfully, I am improving . . . thirty years from now I doubt if you could tell the same guy . . . I am looking forward to being around just to show you, I hope, I hope, I hope.

P.S. A very Merry Christmas and the best for the New Year, and I do mean it.

'The Round Table' Holiday Party

"The Round Table," a single adult discussion group, is planning a gala holiday party this Friday, Dec. 20, at 8:30 p.m. in Pasadena.

No discussion, this evening, just fun—fun—fun! An evening of games, music, and refreshments.

Goals of this non-profit group are an exchange of ideas, through informal discussions, as well as an exploration of new thought, and sociability.

Baton Twirling To Start On January 7

Baton twirling lessons, under the direction of Miss Karen Kirmisse, will again be sponsored by the Arcadia Recreation Department beginning on January 7. There will be two classes opened every Tuesday and Thursday for five weeks at Bonita Park School cafeteria.

Open to girls of all ages, the beginner's class meets from 3-4 p.m. followed by the intermediate and advanced class from 4-5 p.m.

At the end of the 10-lesson course there will be a baton twirling exhibition which will be open to the public. The registration fee of \$3 is payable in advance at the recreation department office in City Hall.

Alpha Omega Has Active Schedule

Alpha Omega, new Christian group at Citrus College, is engaged in a number of current activities of a service and inspirational nature.

A campus appearance Wednesday, Dec. 18, of Pamela Baird, television actress and former "Miss Covina," was sponsored by the club.

Alpha Omega members will entertain shut-ins and hospital patients with Christmas carols. In further seasonal activity, they also assisted in decorating the campus student center for the Yuletide holidays.

Directing these college and community service projects are James Stickle, Glendora, president; Bobbie Marlett, Glendora, vice president; Cherri Danforth, Glendora, secretary; Donna Grogan, Glendora, and John Henderson, Azusa, Inter-Club Council representatives.

Don Stoner, life science instructor, is faculty club advisor.

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EL 5-7272

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All Plumbing and Heating Repairs
Stoppages, Water Heaters, Disposals

Fixtures on Display

Pipe, Fittings, Valves, Faucets
Toilet Seats

HAPPY New Year

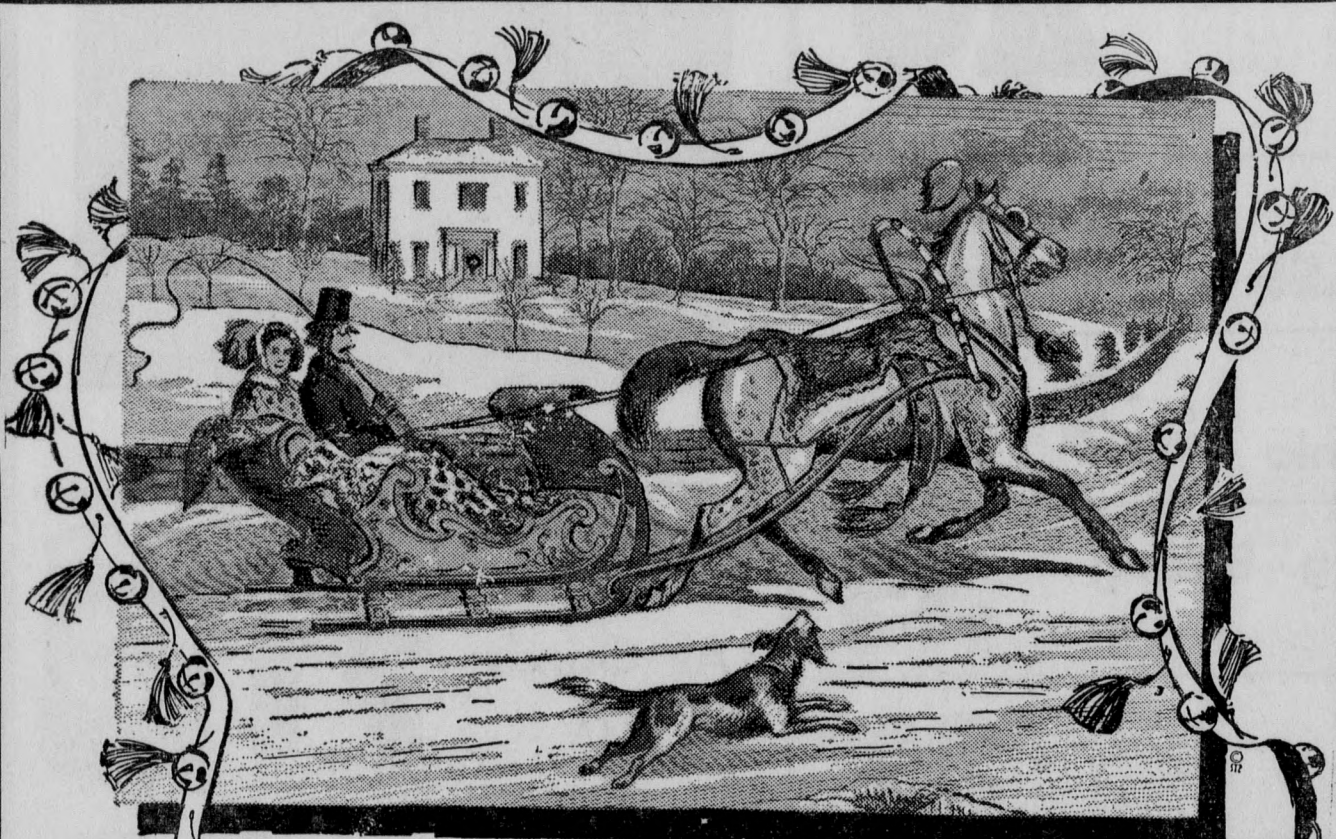
A brand New Year is on its way!

We take the opportunity to send our
cordial greetings and good wishes, with

the hope that striking clocks and ringing
bells may usher in, for you, a year both pleasant
and prosperous . . . a year rich with rewards
of good health and good friends . . . a year with every
day full of the best of everything for you and yours.

HAPPY'S LIQUOR STORE

12 W. Sierra Madre Blvd.
Free Delivery EL 5-9444



New Year GREETINGS

A long the road ahead lies another New Year.
We hope, as you travel through it, you will find much happiness,
satisfying success and the real prosperity that comes
with good friends and good health, with effort and
achievement. With you, on your way, go our warm wishes.

SIERRA MADRE COMMUNITY HOSPITAL STAFF

225 W. SIERRA MADRE BLVD.

EL 5-7181

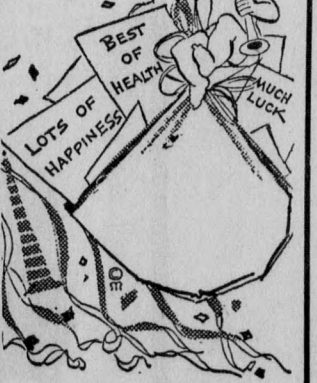
What is a Bargain?
"Ask Trudie"
THE PLAZA SHOP
Dresses — Sportswear
39 East Montecito
Near "Shell"
356-1495

Attend the Church
of Your Choice

Use the Classified
Ads and turn
Your Used Merchandise
Into Cash



Here's the
New Year coming
in for a
happy landing with
our greetings
and thanks to you,
our valued
patrons.



JIMED
Richfield Service
50 S. BALDWIN
EL 5-9090

HOLIDAY DINING at its FINEST

New Years At El Poche Cafe

Jerry Torres presents a New Year's Eve fiesta with a spicy international flavor at his famous El Poche Cafe, 233 W. Mission Drive, San Gabriel. Five headline acts combine to offer six hours of continuous entertainment in the biggest show ever packaged at the popular Valley dine-dance center.

Sharing the spotlight Dec. 31 will be the seven-piece Mexico Mariachi "Los Leones" Spain's outstanding Flamenco guitarist Mario Escudero, who will introduce a new act with Flamenco dancer Anita Ramos;

the Carlos Chia Quartet; vocal stylist Ana Maria Dominguez; and the troubador team of Arturo and Hernandez, who have just returned from engagements in Tokyo and Honolulu.

Entertainment begins at 8, continuing until 2 a.m. closing.

The fiesta package also includes El Poche's special champagne dinner, with a menu topped by a thick filet mignon, marinated in the Torres family's special sauce. In addition to a full-course dinner, patrons will be treated to Mexican hors d'oeuvres, El Poche's exclusive "chistosa enchilada plate," plus fun-makers and favors.

Each couple is entitled to a bottle of fine champagne,

or, if they prefer, eight drinks as part of the package.

Price for the fiesta celebration, which includes tip, is \$16.25 per person.

Reservations will be limited to 200, and host Jerry Torres reminds El Poche regulars to make early reservations.

GARUDA RESTAURANT

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INDONESIAN
CUISINE

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FOR RESERVATIONS — SY 4-2366

the Den

Lunch 11:30 a.m. to 2:30 p.m.
Cocktails 11:20 a.m.
Dinner 5:30 p.m. to 11:00 p.m.
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PASADENA
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leading Theatre Restaurant

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DANCING
ENTERTAINMENT
(nightly)

private parties
up to 500
Open 7 days
capacity parking

'Opportunity Nite'

Saturdays 10 P.M.
Chuck Gamby, M.C.
For Stars of
Tomorrow
AND . . .

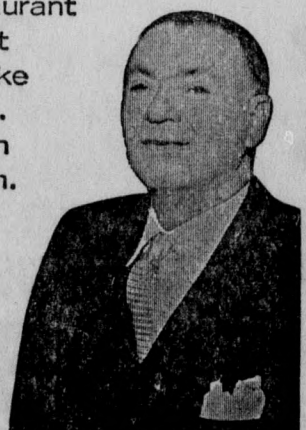
'The Canons'
FUN & FROLIC
SET TO MUSIC
IN THE WORLD'S
FIRST AND
ONLY

Roto-Bar
Revolving
Band Stage

The VEL-TONES
every Sat. evening

"SECOND HONEYMOONS" ...our specialty

Eaton's Hotel is a perfect place to hide...
In solid comfort. It's only a few miles
away and yet it's as secluded as you
want it to be. Comfortable rooms in your
own individual cottage; swimming pool;
coffee shop and restaurant
next door or breakfast
in bed combine to make
your stay enjoyable...
whether you decide on
a weekend or a month.
How about it? Isn't
it about time you
two had a "second
honeymoon"? Phone
us for reservations
and complete
information.



EATON'S HOTEL

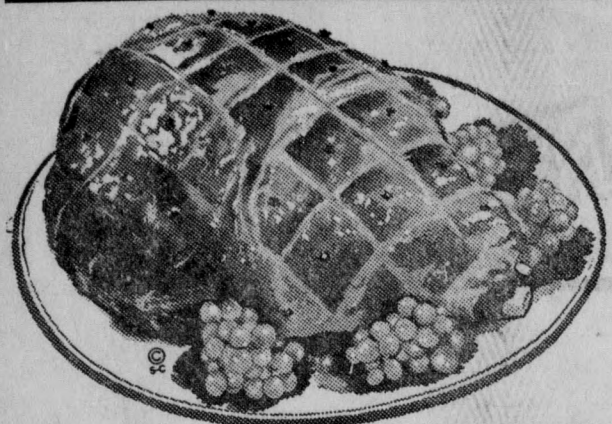
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To Make
Any Watch Party
The Talk
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Whole
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Fine Foods
Prepared Fresh
Daily In Our
Own Kitchen . . .

Roberts Home-Made
**KIDNEY BEAN
SALAD** **45¢** LB. CUP



LAST CHANCE
for this

Big Bonus Offer
MELMAC
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DINNERWARE
4-Pc. Place Setting

Cup, Saucer, Salad Plate & Dinner Plate
Choose Either of
Two Beautiful Patterns

♦ Wild Rose ♦ California Wheat

A \$3.98
Value

\$1.49

(with each \$10 purchase)

Accessories available
to complete your
set!

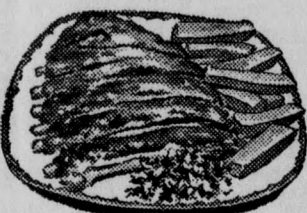
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years & years
of service!

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FRESH-LEAN-EASTERN
Spare Ribs **45¢** lb
Small Size



Zwan - Lean - Canned
**CANADIAN
STYLE
BACON** **\$3.29** 3 lbs.

Fancy Farm Kentucky
Whole Hog - Mild
**COUNTRY
SAUSAGE** **79¢** lb

Alaska
**KING CRAB
LEGS** **\$1.19** lb.

Fresh -- Lean
**GROUND
CHUCK** **59¢** lb

Morrell's Pride -- Lean
SLICED BACON **49¢** lb

Dairy Fresh Imported
SLICED HAM **39¢** 4-OZ. PKG.



Chicken of the Sea
TUNA PIES **5 for \$1** 8-OZ. TIN

International
**PANCAKE
BATTER** **49¢** LB. CARTON

King Oscar Imported
**CROSS PACK
SARDINES** **4 for \$1** 3 1/2-OZ. CAN

East Point
**MEDIUM
SHRIMP** **49¢** FLAT CAN

SW COCKTAIL SAUCE **29¢** 12-OZ. BTL.

SW Genuine
WHOLE DILL PICKLES **39¢** LARGE 2 1/2 CAN

**SW MINCED or
CHOPPED CLAMS** **3 for \$1** FLAT CAN

TOMATO JUICE
Glorietta, Fancy California **3 for 89¢** 46-OZ. CAN

Bordo
GRAPFRUIT SECTIONS **3 for 89¢** LB. CAN

New!! For Salads - Frying - Baking
CRISCO OIL **35¢** 24-OZ. BOTTLE

Nabisco
SNACK THINS **3 for \$1** ASSORTED

Sunshine
KRISPY CRACKERS **29¢** LB. PKG.

C & H Light or Dark
BROWN SUGAR **2 for 35¢** LB. PKG.

Libby's Pickled
RED BEETS **4 for \$1** LB. JAR

YUBAN COFFEE

All Grinds **71¢** LB. CAN



**YUBAN
INSTANT COFFEE** **95¢** 5-OZ. JAR

**FEASTIN'
FRESH
PRODUCE**

Arizona White or Red
GRAPEFRUIT

5¢ each

Sweet, Juicy
ORANGES **10¢** lb

U.S. No. 1 Idaho
RUSSET POTATOES **8 for 39¢** LB. SACK

Crip, Washington
DELICIOUS APPLES **2 lbs. 25¢**

"Large Enough
To Serve You
Small Enough
To Know
You"



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Stores
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CLOSED
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FOR LAST
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35^c U.S.D.A. 39^c
LB. GRADE A FRESH FROZEN LB.

RALPHS PREMIUM QUALITY TURKEYS—INDIVIDUALLY BOXED
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39^c 43^c



Fresh
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CANADIAN MCINTOSH
APPLES 449^c
LBS.

LARGE SWEET
TANGERINES 2 LBS. 29^c

FANCY RED
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LARGE SIZE
CHESTNUTS 3 LBS. \$1⁰⁰

FULL
SHANK
HALF

37^c
LB.

WHOLE
HAMS 49^c
lb

BUTT
END 49^c
lb

KIRKPATRICK
FROZEN
OYSTERS
7-OZ. CAN 69^c

SAVE 10^c SAVE 20^c
RALPHS LIGHT OR DARK
FRUIT CAKE 1-LB. CELLO \$1⁰⁹ 2-LB. CELLO \$2⁰⁹

SAVE 20^c
RALPHS
PLUM PUDDING 1-LB. 9-OZ. \$1⁰⁹

SAVE 20^c
RALPHS BROWN 'N SERVE
ROLLS PKG. OF 6 19^c PKG. OF 12 29^c

CENTER
SLICES
98^c
lb

**ROYAL
GELATIN**
ASSORTED FLAVORS

3 19^c
3-OZ. PKGS.

RALPHS SUPERB
CATERING ICE CREAM

VANILLA, ROYAL CHOCOLATE CHOCOLATE
CHIP, ROCKY ROAD, STRAWBERRY, ENGLISH
TOFFEE OR PINK DIVINITY

HALF
GALLON
SAVE 10^c
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OCEAN SPRAY WHOLE OR JELLIED
CRANBERRY SAUCE 1-LB. CAN 17^c
SAVE 10^c

DELICIOUS! CREAMY!
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JOHNSTON'S
**FROZEN
PIES**

9-INCH
APPLE
MINCE!
PUMPKIN!
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**WHIP
TOPPING** 10-OZ. CAN 45^c
SAVE 4^c

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**CHOCOLATE
DAINTIES**

6-OZ. PKGS. \$1⁰⁰
SAVE 35^c

BETTY CROCKER
or home style
**BUTTERMILK
BISCUITS**

8-OZ. CAN
5^c
SAVE 5^c

DEL MONTE GOLDEN
CREAM STYLE CORN 1-LB. 1-1/2 OZ. CANS 29^c
SAVE 13^c

WESSON MAYONNAISE QUART 39^c
SAVE 20^c

FRESH PACT GRADE A FROZEN
**EXTRA FINE
TINY PEAS**

SAVE 14^c
2 10-OZ. PKGS. 25^c

FRESH PACT GRADE A FROZEN
**MIXED
VEGETABLES**

SAVE 10^c
2 10-OZ. PKGS. 29^c

**ZEE
PAPER TOWELS**

SAVE 8^c
4 GIANT ROLLS \$1⁰⁰

CLOROX BLEACH

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GENTLE FELS LIQUID
DETERGENT 22-OZ.

INCLUDES "10^c OFF"
55^c TIDE DETERGENT 22-OZ. 33^c

BAGGIES, SANDWICH SIZE

PKG. OF 50 29^c

BUTTER-NUT
COFFEE 1-LB. CAN 59^c

SAVE 6^c SAVE 12^c
2-LB. CAN \$1¹⁷

UNDERWOOD
DEVILED HAM 4 1/2-OZ. CAN 39^c

MACOMBER'S
APPLE JUICE 24-OZ. 29^c

LOMA LINDA
GRAVY QUIK
POMPEIAN OLIVE OIL

2 1 1/4-OZ. PKGS. 47^c

B & M BAKED BEANS

19-OZ. CAN 27^c

V B APPLE SAUCE

2 17-OZ. CANS 37^c

DUBUQUE TEMT

LUNCHEON MEAT 12-OZ. CAN 45^c

DUBUQUE CHOPPED HAM

12-OZ. CAN 55^c

CREAM OF RICE CEREAL

18-OZ. 47^c

NU VITA TOASTED WHEAT

6-OZ. 17^c

RALPHS 1ST QUALITY
**GRADE AA
BUTTER**

1-LB. PKG. 67^c

BORDEN'S
**CREAM
CHEESE**

SAVE 10^c 8-OZ. PKG. 29^c

QUALITY HOUSE JUMBO DILL PICKLE POLY BAG OF ONE 19^c

CASCADE FOR AUTOMATIC
DISHWASHERS

INCLUDES "6^c OFF" 20-OZ. SAVE 7^c 33^c

BONDWARE WHITE PAPER PLATES 9-INCH PKG. OF 40 59^c

TWINKLE SILVER CREAM

4 1/4-OZ. 49^c

THERMOS BRAND VACUUM BOTTLE PINT \$2⁹⁹

RENUZIT DRY CLEANER

QUART 69^c

Merry Christmas! From

Ralphs

THE U.S. SUPREME COURT Which side is it on?

Would you like to see the record, and to know what to do about it?

Then order

The Warren Impeachment Packet
One Dollar, Postpaid
THE MOVEMENT TO IMPEACH EARL WARREN
Belmont 78, Massachusetts

THE OLD TIME MARKET
444 Sturtevant Dr. (in the Canyon)
— OPEN —
SUNDAYS 12:30 TO 11 P.M.
MON. THRU SAT. 9 A.M. TO 11 P.M.
P.S.—WE ALSO SELL GROCERIES

Sigma Kappa Holiday Coffee December 27

A Holiday Coffee to honor Sigma Kappa pledges and actives will be given by the Pasadena Area Alumnae at the home of Mrs. Lucien B. Harris, 530 Gloria Road, Arcadia, on Dec. 27 from 10 a.m. to 12 noon.

Mrs. Fred Myers, president of the Senior Alumnae, will as Junior and Senior guests and their mothers, as well as Junior and Senior Alumnae. Assisting the hostess will be Mrs. William Kirkland of Hastings Ranch and Mrs. Robert Curtiss of Pasadena.

Among the students invited from this area are: Mary Mirus and Sharon King of Monrovia, both home from San Jose State; Susan Mathis and Pamela Medina from San Diego State, Eileen

SPORTS AS Hank Ives SEES IT



SANTA'S SHOPPING LIST
DEAR SANTA: When you make with the "jingle bells" Christmas morning please drop off these items to the following sports personalities and teams.

FOR THE FOOTHILL FLOCK... the long awaited television cable that will enable us to watch the New Year's Day festivities, catch the Lakers and Blades and various other athletic enterprises.

FOR FRED HANEY... A trade that would bring Leon Wagner to the Angels for Barry Latman and Joe Adcock.

CASSIUS CLAY... A lip-zipper. You forgot to leave it last year.

JOHN MCKAY... Another swimming pool. That's the payoff for a winning season.

PASADENA JAYCEES... 50,000 people in the Rose Bowl come Dec. 12, 1964. They deserve a large throng and the attraction certainly is worth it.

ART TEIXEIRA... A CIF title. The Mustangs have come so close on several occasions.

CHUCK RUBSAMEN JR.... Lots of luck for his 1964 Pasadena Quarterback group.

BILLY WHITE... A college athletic scholarship. The little Orange Coast QB is a whiz.

AMERICAN TENNIS HOPEFULS... A Davis Cup title, what else?

BILL MUNSON... A bottle of vitamin pills. The number one Ram draftee is slightly on the scrawny side.

DON HUNT... A winning year for the PCC Lancers. It's been so long.

OLD HANKUS... A new crystal ball. This had to be his lousiest year in the prediction department. Imagine tabbing the Angels and Reds to play in the World Series and the Packers and Eagles in the NFL title game.

ROD SHERMAN... the university of his choice where he can settle down and play football.

WILLIE SHOEMAKER... Another jockey championship at Santa Anita. He's papering his walls with riding titles.

HOMER BEATTY... Another winning season and a bowl appearance for his fine L. A. State Diablo football machine.

HUDDY SCOTT... A 6-

Bentz and Joanne Carlson from Long Beach State, Jeana Barclay from University of Oregon, Laurie Drake and Marilyn Swab from UCLA, all Arcadia residents. The guest list also includes many Sigma Kappa college girls from Pasadena, San Marino, San Gabriel, Altadena and surrounding areas.

foot, 8-inch center who can rebound, score and lead the Lancer basketball team to the Western States title.

ELGIN BAYLOR... A new set of wheels. The best all-around basketball player in the world has been slowed down with gimpy games and the Lakers need him at his best.

TOM HAMILTON... Some real football talent at Pasadena High. Tom has the knack of getting the maximum out of his personnel, so let's see what he can do with some real good football players.

OLD HANKUS... Just one winning daily double at Santa Anita.

THE BLADES... Increased attendance at the Sports Arena and a few victories when playing before a TV audience. The Blades put on a heck of a show.

SONNY LISTON... An opponent.

FLOYD PATTERSON... a plaque stating, "I have been world's champion and now I will never fight again."

SUGAR RAY ROBINSON... The same thing.

JOHNNY WOODEN... A national basketball title for the Bruins.

THE RAMS... Just a handful of the All-Pro players they have traded away.

THE DODGERS... The Yankees, and they'll eat 'em for breakfast, lunch and dinner.

SANDY KOUFAX... A trophy shelf. He's won everything in sight this year and appears a cinch for the "Athlete of the Year" honors.

CITY OF PASADENA... A Rose Bowl Game that finishes the same day it starts.

BOSTON CELTICS... A defeat now and then just to let the pro basketball opponents know it is possible.

MANUEL YCAZA... A truce with the Santa Anita stewards so he has a chance for a crack at Shoemaker's riding title.

NORTHEASTERN OKLAHOMA... Another chance in the Jr. Rose Bowl. No one can believe they were really that bad.

FOR YOU, DEAR READER... THE VERY BEST WISHES FOR A HAPPY HOLIDAY SEASON AND A PROSPEROUS NEW YEAR.

YWCA Gadabouts Hawaiian Yule Luncheon

The Gadabouts of the Arcadia Area YWCA met for lunch and Christmas party at a restaurant in Pasadena. A Hawaiian theme was followed with the exchange of gifts.

Those attending were Mrs. Joseph Schepens, Mrs. Frank Reinsch and daughter Shelley, Mrs. E. L. Grenzbach, Mrs. Earl Frazier, Mrs. Edgar Hotchkin, Mrs. Bud Britschgi, Mrs. Eric Ingwersen, Mrs. Dorothy Reed, Mrs. Lonnie Ruth, Mrs. Gene Bishop, Mrs. V. E. Smith and Mrs. Herbert Graves.

The next meeting is scheduled for January 21 which will include lunch at Knotts Berry Farm and a tour through the wax museum.

Arcadia Gadabouts meet once a month. This is an excellent opportunity for meeting new friends and visiting interesting places.

For information call Arcadia YWCA, 447-7500 between 10 a.m. and 2 p.m.

Mr. and Mrs. Winston W. Harris of 612 Mariposa have been enjoying a visit from their daughter and son-in-law, Lt. and Mrs. T. R. Sharp. Lieutenant Sharp has been given a week's leave from duty at Whidbey Island Naval Air Force Base in Washington. The Sharps arrived on Dec. 21 and it's been a merry, merry, Christmas ever since.

With You & Your Neighbors At the Holiday Season . . .

by Judith Cox

Mr. and Mrs. Robert P. Hays of 510 Fairview had Christmas dinner for their daughters, Margo and Sylvia, a student at PCC, will leave for Mammoth hoping for some snowy slopes.

Three cheers for Mrs. Rodolph of 328 Auburn. Two turkeys and 17 dinner guests! Early Christmas evening a special table was set for eight children. Mr. and Mrs. Ray Rodolph have six: Raymond (7½), Michael (6), Mary Isabel (5), Ann Marie (4), Timothy (almost 2) and Paul (almost 1) and cousin Mrs. Patricia Turnbull of Arcadia has two: Terese (4) and Scott (1). The children's very own turkey centered the table.

Later in the evening when the children were made comfortable for the night, the adult's turkey was brought to a lovely holiday table. Present were Mr. and Mrs. Rodolph, Mrs. R. H. Rodolph Sr., Mrs. Turnbull, Mr. and Mrs. Edward Halpern (Mrs. Turnbull's mom and dad) of Pasadena, and the gracious head of the family and great grandmother to all the little ones, Mrs. W. A. McFarlane.

(P.S. This column was written almost entirely from random calls, however, Toni Maurin was nice enough to mention that someone had a mighty proud and happy aunt and uncle).

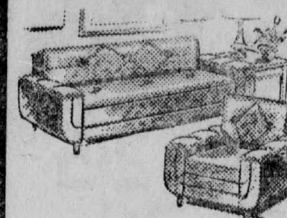
For little Robin (4) and Todd (1½) Culp Christmas was all Santa Claus and "grands" and "greats." Mr. and Mrs. Richard A. Culp of

650 Edgeview took the children to their grandparents' Mr. and Mrs. Blevins Fonden of La Canada for Christmas dinner. Gathered round the table with the children were their maternal and paternal great-grandmothers Mrs. William Keith-Smith, and Mrs. James Fonden visiting in

California from Searcy, Arkansas. Also the children's great aunt and uncle Mr. and Mrs. Charles Jones of Long Beach. Last but not least there were the children's Uncle Bill and Aunt Cheryl (10) the younger Fondrens, but certainly just as "great" and "grand."

RE-UPHOLSTER

NOW!



SOFA \$72.50
ARM CHAIR \$32.50

Labor and Materials Included
5-Year Guarantee on Workmanship

We Carry
a Complete Line of
Bedding & Bedroom Sets
Example of Values:
6x7 King Size Box Spring
and Innerspring Mattress
Both for \$78.99

Additional Discounts to Apt., Hotel, Motel Owners. Free Estimates! No Obligation! Small Down!

Take up to two years to pay.

SLEEPY TIME


Bedding and Upholstering Co.
2148 W. COLORADO BLVD.
EAGLE ROCK

CL 5-5189

HOURS: 9 A.M. to 6 P.M.
Open Fri. Nites 'til 9



SPOT THE SPOT Spot on your lung? Tuberculosis? Possible! . . . It need not be tragic. Early detection and prompt medical treatment defeats active tuberculosis. Modern drugs enable the physician to control TB to where today sufferers are returned to normal, healthy lives in relatively short periods of time . . . as compared with lengthy hospitalization of years ago. Have a chest X-Ray yearly . . . Spot the Spot. Your family pharmacist can give reliable, encouraging information about tuberculosis and the need for early detection. He can also direct you to your local tuberculosis association.

YOUR PHARMACIST  . . . FOR FAMILY HEALTH INFORMATION

An interview on Tuberculosis with Dr. Harry E. Walkup, Director of Research and Statistics of the American Thoracic Society and John Batchelder of ABC.

Friday, Dec. 27, 1963
11:30 A.M. -- KMAX

Hartman
in business since 1910
Rexall Pharmacy

29 N. BALDWIN EL 5-3311
RELIABLE PROFESSIONAL PHARMACISTS



GREETINGS

Here's a royal welcome to the New Year, with greetings to our friends and thanks for all your cooperation in the past. May the months ahead bring you much happiness.

Especially to
Our Customers
From the
Employees . . .

MEAT DEPARTMENT

Carl A. Burt
Al Cobb
Harry Blaine
Douglas Parker
Preston Moore
Charles Summers
Judith O. Olson
Eugene Jenkins

PRODUCE DEPARTMENT

Jack Stolle
George Simonian
Bryan Smith

GROCERY DEPARTMENT

John Kennedy
Dick James
Gary Rhodus
Bob Foster
Dick Cook
Victor Holst
Bob Schmitt
Ronald Morse
Richard Nakano
Marshall Franklin
Steven Douglas
William Brown
Charles Grannis
David Childers

OFFICE
F. L. C. Roess
David Roess
Gwen Becker

ROESS MARKET

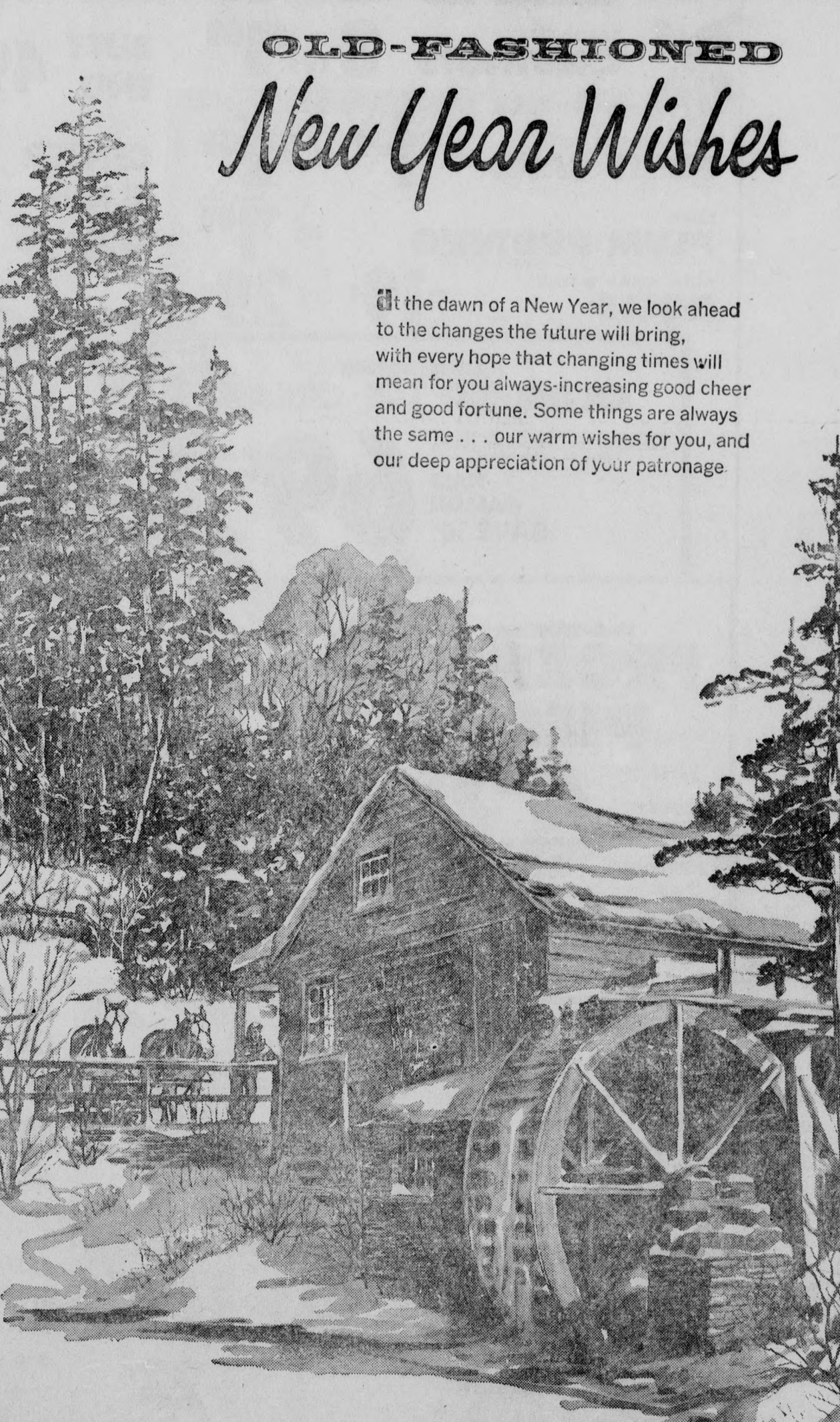
331 SIERRA MADRE BLVD.

9 to 9 Daily — Closed Sundays

Be modern with
MOEN

New bathing ease & luxury
with **DIALCET**
G.E.M. PLUMBING CO.
17 S. Baldwin EL 5-0753
Sierra Madre

OLD-FASHIONED
New Year Wishes



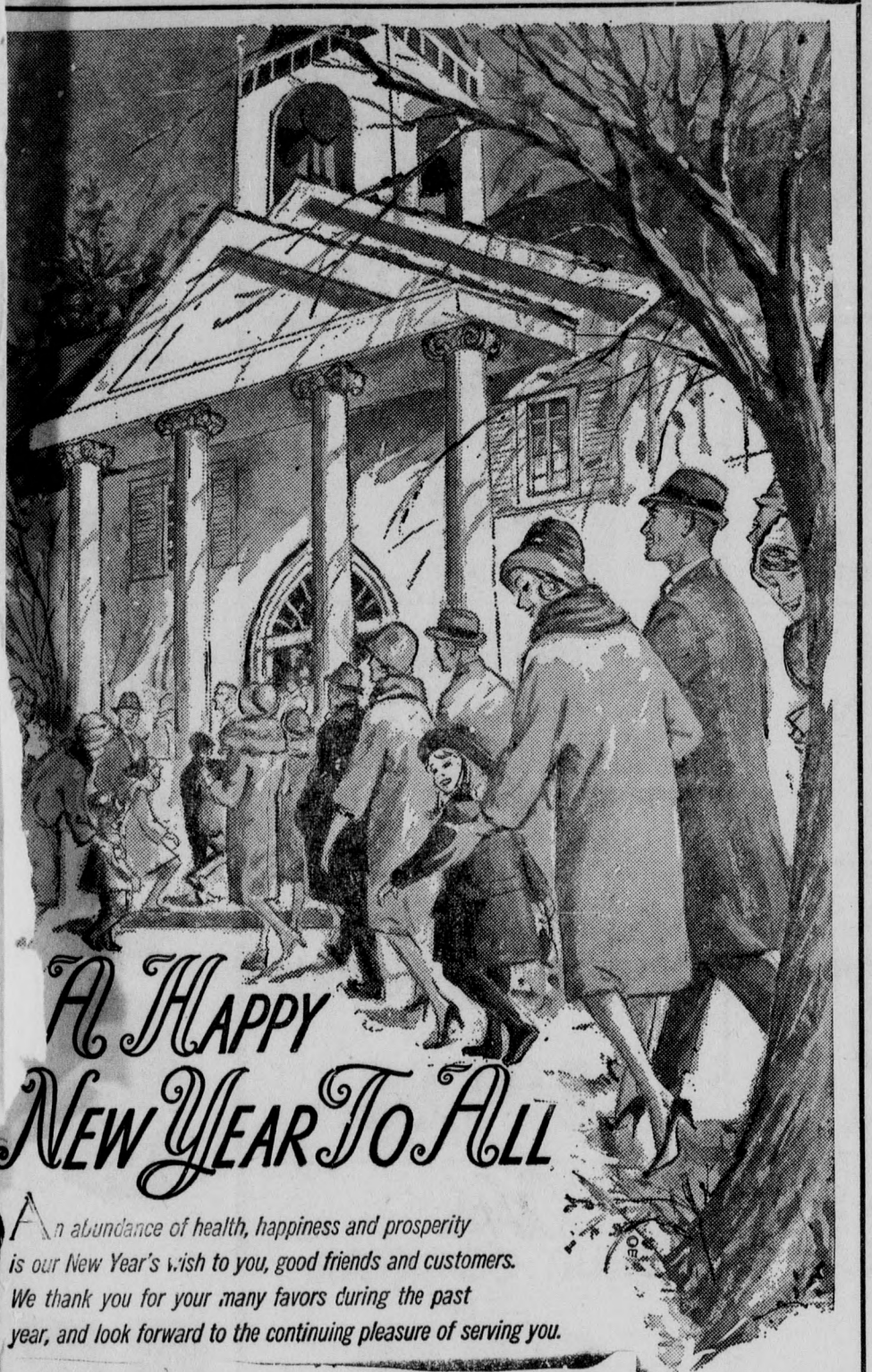
At the dawn of a New Year, we look ahead to the changes the future will bring, with every hope that changing times will mean for you always-increasing good cheer and good fortune. Some things are always the same . . . our warm wishes for you, and our deep appreciation of your patronage.

Brown's Furniture EL 6-1371
303 W. SIERRA MADRE BLVD.

Watch For Our
JANUARY CLEARANCE
Starting Jan. 6

A-477-63
PUBLIC NOTICE
The Planning Commission of the City of Sierra Madre will conduct a public hearing on Thursday, January 16, 1964, to determine and consider the amendment to Section 9539, of the Sierra Madre City Code relating to walls and fences.

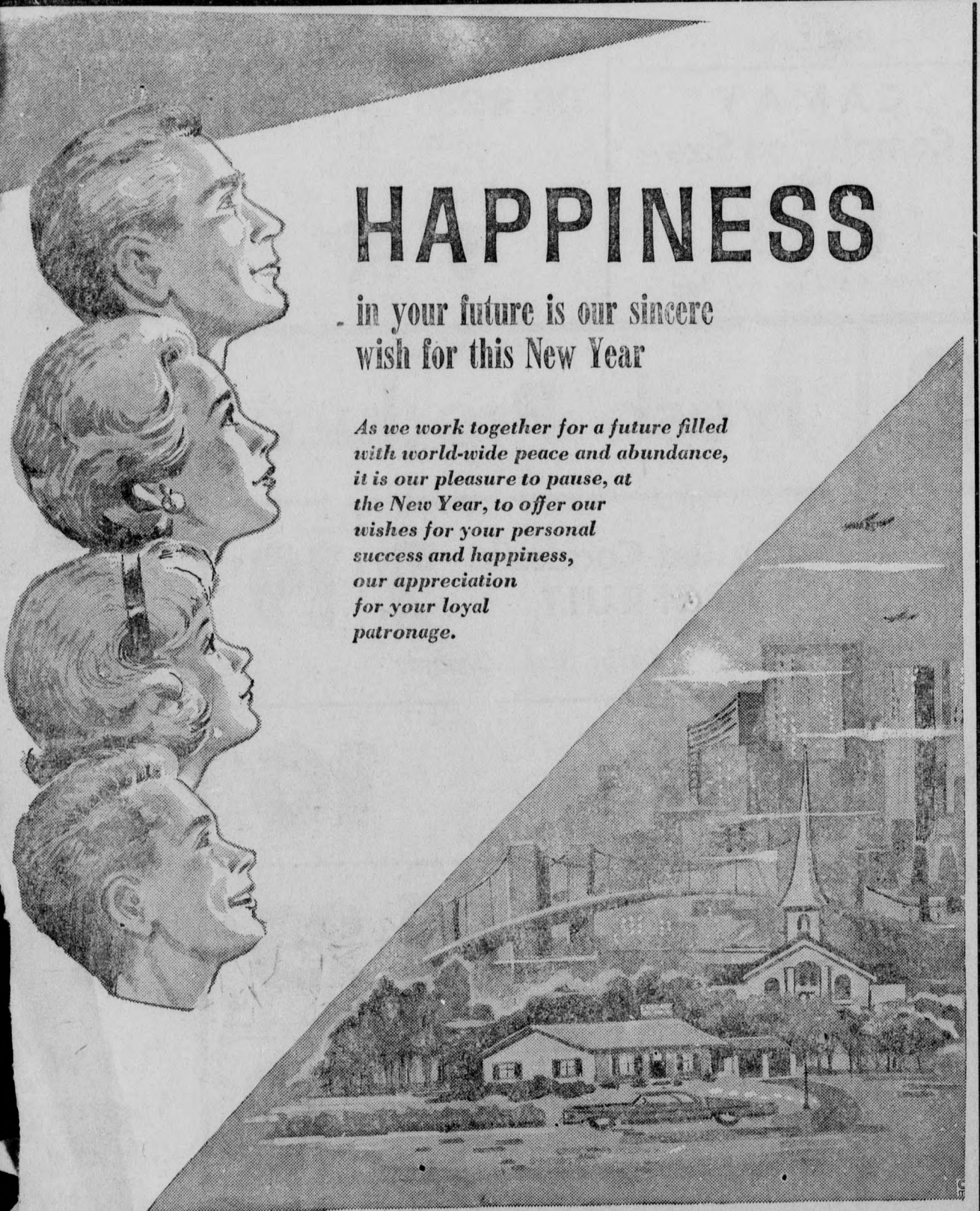
The proposal to be considered by the Planning Commission involves the following proposed amendment, together with such modifications as may be made hereto as a result of such public



**A HAPPY
NEW YEAR TO ALL**

An abundance of health, happiness and prosperity is our New Year's wish to you, good friends and customers. We thank you for your many favors during the past year, and look forward to the continuing pleasure of serving you.

PAUL ENTERLINE & STAFF
UNION SERVICE STATION
4 N. BALDWIN • EL 5-3337 • SIERRA MADRE, CALIF.



HAPPINESS

in your future is our sincere wish for this New Year

As we work together for a future filled with world-wide peace and abundance, it is our pleasure to pause, at the New Year, to offer our wishes for your personal success and happiness, our appreciation for your loyal patronage.

You've Tried The Rest Now Try The Best
SIMPSON CLEANERS
280 W. SIERRA MADRE BLVD. EL 5-3183

Engagement Announced at Yule Dinner

An Easter wedding is being planned for Yvonne Hargens Burk and Mr. Blair E. Brown, whose engagement was announced by her parents at their traditional Christmas dinner attended by 40 relatives.

She is the daughter of Mr. and Mrs. Donovan J. Hargens of Shadow Grove Road, Pasadena. A native of California, Yvonne attended schools in the Pasadena area and is an alumna of Pasadena High School and Pasadena City College.

He, the son of Mr. and Mrs. Buel E. Brown of Center St., Sioux City, took his schooling in Iowa. Formerly of Pasadena, Mr. Brown now resides at Boron, Calif., where he is superintendent of Pacific Utilities at Edwards Air Force Base.

Christmas Dinner For Employees At Santa Anita

Santa Anita once again will play host to horsemen, backstretch employees and their families for a festive holiday dinner on Christmas Day in the stable area cafeteria of the Arcadia race track on the eve of the winter meeting which begins the following day, Dec. 26.

The yuletide feast is Santa Anita's annual treat for race track personnel, many of whom are away from home during the Christmas holidays. Almost 300 people are expected to be served.

The meal will consist of turkey and all the trimmings, plus mince and pumpkin pie served on tables resplendent with fresh linen. The cafeteria will be decorated especially for the occasion.

Kappa Deltas Holiday Coffee December 30

The Pasadena Alumnae Association of Kappa Delta will hold a "Christmas Holiday Coffee" on Monday, Dec. 30, from 10 a.m. to noon at the home of Mrs. Louis L. Curtis, 1380 Garfield Ave., San Marino. A festive holiday decor will prevail.

Kappa Deltas living in the San Gabriel Valley area who will be home for the holidays and their mothers have been extended invitations. Special invitations have been sent to the chapter houses at the University of Illinois and University of Washington inviting any members who may be visiting for the Rose Bowl activities.

Mrs. A. L. Guidero of La Canada is chairman of the event. Members of the Pasadena Alumnae Association will serve as hostesses. Any Kappa Deltas home from college wishing further information may call SY 0-1611.

Mr. and Mrs. James E. Hopwood of 365 Mariposa enjoyed a delicious Christmas dinner with their son and family, Mr. and Mrs. Eben J. Hopwood of 690 Gatewood Lane. (daughters Gloria and Mrs. Dary Bosworth and Mr. Bosworth from San Diego).

LEGAL NOTICE
CERTIFICATE OF BUSINESS
FICTITIOUS FIRM NAME
THE UNDERSIGNED does hereby certify that he is conducting a retail liquor business at 83 West Sierra Madre Blvd., City of Sierra Madre, County of Los Angeles, State of California, under the fictitious firm name of THE BOTTLE SHOP and that said firm is composed of the following persons, whose names and addresses are as follows, to-wit:
A. Edward Tyler, 1080 Riviera Drive, Pasadena, California.
WITNESS his hand this 19th day of December, 1963.
A. Edward Tyler
STATE OF CALIFORNIA) ss
COUNTY OF LOS ANGELES)
ON THIS 19th day of December A.D. 1963, before me, H. Clay Reavis, a Notary Public in and for said County and State, residing therein duly commissioned and sworn, personally appeared A. Edward Tyler known to me to be the person whose name is subscribed to the within instrument, and acknowledged to me that he executed the same.
IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year in this certificate first above written.
H. Clay Reavis
Notary Public in and for said County and State
My Commission Expires February 19, 1967
Publish Sierra Madre News Dec. 26, 1963, Jan. 2, 9, 16, 1964

**Marquesa
Coiffures**
DISTINCTIVE
HAIRSTYLING
3844 E. FOOTHILL
PASADENA
Evenings By Appointment
Call: 792-6411
(Across from Sears)

CERTIFICATE OF BUSINESS
FICTITIOUS FIRM NAME
THE UNDERSIGNED does hereby certify that he is conducting a retail liquor business at 83 West Sierra Madre Blvd., City of Sierra Madre, County of Los Angeles, State of California, under the fictitious firm name of THE BOTTLE SHOP and that said firm is composed of the following persons, whose names and addresses are as follows, to-wit:
William J. Sullivan, 638 W. Sierra Madre Blvd., Sierra Madre.
WITNESS his hand this 3rd day of Dec. 1963.
William J. Sullivan
STATE OF CALIFORNIA) ss
COUNTY OF LOS ANGELES)
ON THIS 3rd day of December A.D. 1963, before me, H. Clay Reavis, a Notary Public in and for said County and State, residing therein duly commissioned and sworn, personally appeared William J. Sullivan, known to me to be the person whose name is subscribed to the within instrument, and acknowledged to me that he executed the same.
IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year in this certificate first above written.
H. Clay Reavis
Notary Public in and for said County and State
My Commission Expires February 19, 1967
Publish Sierra Madre News Dec. 5, 12, 19, 26, 1963

A-476-63
PUBLIC NOTICE
NOTICE IS HEREBY GIVEN that the Planning Commission of the City of Sierra Madre will conduct a public hearing on Thursday, January 16, 1964, to determine and consider the amendments initiated by the Planning Commission to Sections 9537 and 9546 of the Sierra Madre City Code relating to "yards" and "area per dwelling unit" as restricted by access and flood control easements.

The proposals to be considered by the Planning Commission involve any or all of the following proposed amendments, together with such modifications as may be made hereto as a result of such public hearings:

Sec. 9540 (1): Any use permitted in the R-2 Zone, but excluding any and all single-family dwellings.

Sec. 9540 (2): Multiple dwellings, provided that such use shall not be permitted upon any lot, parcel or building site upon which is then located a single-family dwelling non-conforming or substandard to the requirements of the then current zoning, building and other construction laws of this city.

Sec. 9540 (3): (Repeat)

Interested persons may attend such hearing and be heard with respect thereto.
Dated: Dec. 16, 1963
BY ORDER OF THE
PLANNING COMMISSION
Lawrence C. Bevington,
Secretary
Publish Sierra Madre News Dec. 26, 1963

A-476-63
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The proposals to be considered by the Planning Commission involve any or all of the following proposed amendments, together with such modifications as may be made hereto as a result of such public hearings:

Sec. 9537: Yard
"Yard" means an open space, other than a court, on a lot unoccupied and unobstructed from the ground upward, except as

otherwise provided in this chapter. Wherever in this chapter required yards are prescribed, the same shall be established from the boundary line of such lot or parcel, provided that the following shall be excluded — and the boundary line shall be deemed to be the interior line of:

a) Any portion of said lot or parcel which serves as an access easement to any other lot or building site;

b) Any portion of said lot or parcel which serves as an improved surface flood control project under the jurisdiction of any public agency.

Sec. 9446: Area Per Dwelling Unit.
The minimum area per dwelling unit shall be 1500 square feet of ground area, provided that from the total lot area there shall be excluded for the purpose of such computation:

a) Any portion of said lot or parcel which serves as an access easement to any other lot or building site;

b) Any portion of said lot or parcel which serves as an improved surface flood control project under the jurisdiction of any public agency.

Interested persons may attend such hearing and be heard with respect thereto.
Dated: Dec. 16, 1963
BY ORDER OF THE
PLANNING COMMISSION
Lawrence C. Bevington,
Secretary
Publish Sierra Madre News Dec. 26, 1963

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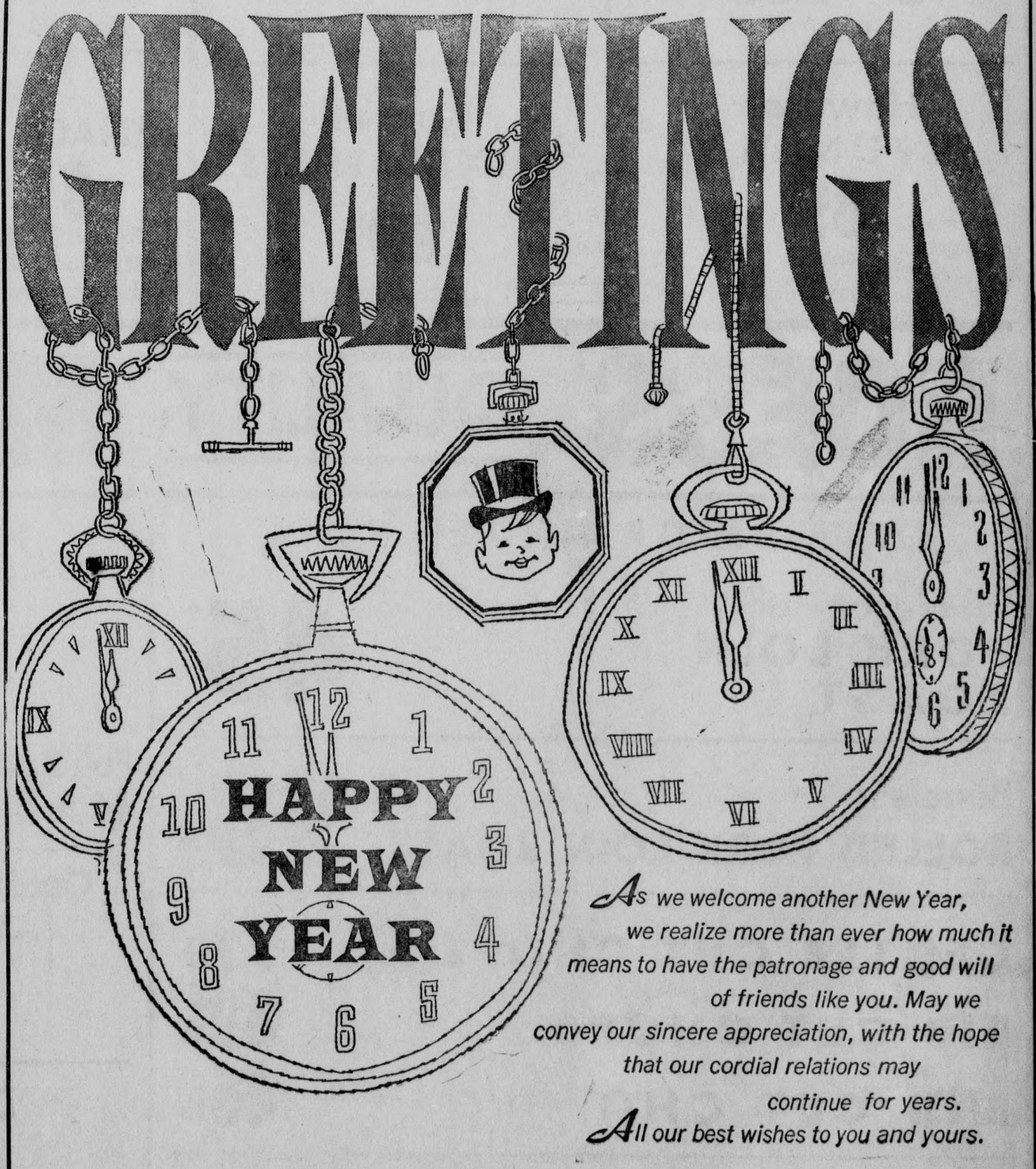
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Secretary
Publish Sierra Madre News Dec. 26, 1963

Notice!

Don Jackson's Annual
Clearance Sale will
Be Held Jan. 9th, 10th & 11th



As we welcome another New Year, we realize more than ever how much it means to have the patronage and good will of friends like you. May we convey our sincere appreciation, with the hope that our cordial relations may continue for years.
All our best wishes to you and yours.

WISTARIA FLOWER SHOP

74 W. SIERRA MADRE BLVD. EL 5-0113

END of YEAR Sale

Prices Effective Dec. 26, 27, 28, 30 & 31

We Are Open 12 Hours A Day -- 9 A.M. to 9 P.M.

Tree Top APPLE CIDER 99¢ <small>GALLON</small>	Del Monte SPICED PEACHES <small>303 GLASS</small> 4 FOR \$1.00	Frozen Food Wilderness 12-oz. Wild Rice Casserole Chicken or Shrimp 59¢ <small>REG. 79¢</small> Cheese 49¢ <small>Reg. 69¢</small>	CHINET PLATES RAINBOW PAK 29¢ <small>12 COUNT</small> PLATTER PLATES 33¢ <small>Ideal For Party Snacks</small>	Wesson MAYONNAISE 45¢ <small>QUART</small>
VELVEETA 79¢ <small>TWO POUND LOAF</small>	Del Monte WHOLE FIGS 49¢ <small>2 1/2 GLASS</small>	Tree Sweet ORANGE JUICE <small>6-OZ. TINS</small> 4 FOR \$1.00	Globe A-1 MACARONI 19¢ <small>POUND PKG.</small>	Hills Bros. COFFEE 59¢ lb <small>Two Pounds — \$1.17</small>
California Gift OLIVES 3 FOR \$1.00	Small Whole DUTCH ONIONS 29¢ <small>303 TIN</small>	Sheep Herder Sour Dough Rolls <small>REG. 49¢</small> 35¢ doz. <small>Save 14¢</small>	Carnation ALBACORE TUNA 3 FOR \$1.00 <small>TINS</small> <small>White Solid Pak</small>	Regina Mina ARTICHOKE HEARTS <small>6-OZ. GLASS</small> 3 FOR \$1.00
Knudsen COTTAGE CHEESE 29¢ <small>PINT</small>	NUCOA 4 lbs. \$1.00	Surdys CHEESE PIZZA 49¢ <small>REG. 69¢</small> <small>Save 20¢ Large Size</small>	Borden's None Such MINCE MEAT 49¢ <small>28-OZ. JAR</small>	Dole FRUIT COCKTAIL <small>303 TINS</small> 5 FOR \$1.00
Lindsay MAMMOTH PITTED 3 FOR \$1.00 <small>TALL TINS</small>	HIPOLITE 5 FOR \$1.00 <small>PT. JARS</small>	Nabisco SNACK CRACKERS 3 Pkgs. \$1.00 <small>Wheat Thins — Triscuits</small> <small>Tango Chips — Sociables</small> <small>Bacon Thins — Chippers</small>	Crystal White KARO 29¢ <small>PINT</small> <small>Red Label</small>	Bordo Grapefruit Sections <small>303 TINS</small> 4 FOR \$1.00
Hawaiian PUNCH 89¢ <small>QUART</small> <small>Save 10¢</small>	Nutshelf MIXED NUTS 69¢ <small>LARGE 13-OZ. TIN</small>		CAMAY Complexion Size <small>BARS</small> 8 FOR 89¢ <small>Free Apothecary Jar</small>	DR. ROSS CAT FOOD <small>Meaty Mix</small> <small>Liver & Meat</small> <small>Kidney & Meat</small> 9 FOR 99¢ <small>TINS</small>

ROESS QUALITY MEATS

EASTERN GRAIN FED PORK	
Whole or Half PORK LOIN ROAST	45¢ lb
Boneless ROLLED PORK LOIN ROAST	98¢ lb
CENTER CUT CHOPS	79¢ lb
RIB CUT CHOPS	59¢ lb
END CUT CHOPS	45¢ lb
Our Own Make ORK SAUSAGE	49¢ lb
Farmer Style SPARE RIBS	49¢ lb
Hormel or Rath WHOLE OR SHANK SALT HAMS	
Full Butt Half HAMS	59¢ lb
Oscar Mayer All Meat WIENERS	49¢ lb
Danish Import Majesty CANNED HAM	\$4.79 <small>5 lb. can</small>

Fresh Produce

Ruby Red Coachella GRAPEFRUIT	2 FOR 19¢ <small>Large Size Organic</small>
Sunkist Navel ORANGES	10¢ lb
Large Fuerte AVOCADOS	2 FOR 25¢
U.S. No. 1 Russet POTATOES	8 POUND CELLO BAG 29¢
Young Tender CARROTS	2 BUNCHES 15¢

ROESS MARKET

 331 W
 Sierra
 Madre
 Blvd.
 at
 Lima St.